

# POPULAR HOMES

IDEAS GALORE



*How to build...buy...modernize and decorate*



## HOW DOES YOUR FAMILY LIKE TO live?

Your family is unique. There's no other quite like it in the world. You each have ideas, preferences, habits and hobbies which must be considered when you plan the kind of home you want to live in. Houses just don't happen . . . they have to be plotted in minute detail to avoid the "why-didn't-we-think-of-this?" feeling when you discover too late that you've overlooked some vitally important item.

You can't expect to hurl random ideas at your builder or architect and have him hatch out a perfect plan. One of the most valuable investments you'll make during your lifetime calls for serious, deliberate consideration. So whether you're buying, building or modernizing . . . whether you're ready to "shoot the works" or to start a long-range program . . . whether you're turning over the work to a capable supervisor or seeing the job through on your own—stop!

Collect your family when you all have leisure to talk and plan. Settle them comfortably, with pencils and paper. Then thrash over this list of questions, and the other questionnaires that appear in other sections of this book. If you answer each honestly and thoughtfully, you'll have the answer to the \$64 question: "What kind of home do we want?"

Do you like lots of people around you, or are

Do you like outdoor living, or do you

Do you want play space in the

Do you spend most of your time at

Do you have special interests

Photography Books

Workshop Piano

Will you have house

Do you live simply or

Do you enjoy spending extra money

buying new furnishings, etc.) or do

As a family group, are you conserv

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From the collection of:

Alan O'Bright



# **"SHALL WE** buy **OR** build **?"**

You have three choices when you acquire a home: 1) buying a new or fairly new house in good, livable condition . . . 2) building your own house . . . 3) buying and remodeling an old house. Let's consider the first two choices now, leaving the third for discussion later.

**IF YOU BUY:** you can see exactly what you are getting for your money. A reliable contractor, after a careful examination, can point out defects. You can measure rooms and windows to determine whether your present possessions can be used to advantage. You are buying an actual commodity, not an idea. However, you face certain disadvantages; you may not find the kind of house you want, and be forced to accept a compromise. You may not be able to find the location you desire. You may become involved in alterations which will run considerably more than you should spend.

**IF YOU BUILD:** your house can be tailored to fit your family's present and future needs. You can choose where and how to spend your money to obtain the most satisfaction. You can select your own location and neighborhood. You can assure yourself of good materials and sound construction. However, building a house, even a small one, is a man-size job. After you've selected your plans and put them in the hands of a builder whose reputation you trust, you'll be faced with innumerable decisions, disappointments, delays, and quite possibly, considerable additional expense due to alteration in plans during construction or other unforeseen circumstances.

**whether  
you  
buy or build,  
be sure  
you know  
the answers  
to these  
questions!**

*Have you budgeted your expenses so you know you can afford the kind of house you are acquiring? .....*

*Have you allowed money for landscaping and furnishings? .....*

*Can you add extra rooms if or when needed? .....*

*Have you checked on neighbors, stores, transportation, schools, churches, taxes, zoning, assessments? .....*

*Have you selected your house for its looks, or to fit your family's needs? .....*

*If you are buying, have you had the house inspected by a reputable architect, contractor or builder? .....*

*Have you reserved enough cash to meet personal emergencies? .....*

*Can you get a clear title and a valid deed to the property? .....*

*Will your property be salable in the event you want to dispose of it? .....*

*Have you had the property appraised for its true, uninflated value? .....*





Maynard Parker

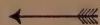
**HOUSE NO. 1**

## **20<sup>th</sup> Century Colonial**

Colonial architecture is our heritage—beloved North, South, East and West for its charm and great adaptability. This house is Exhibit A in 20th Century Colonial. The recessed door, picket fence, dooryard garden and carriage light at the entrance suggest early New England—the open layout inside makes this house as modern as today. The plan allows for a future addition to the rear wing.



The covered porch and terrace, entered from the hall, are planned to give you garden privacy. In this secluded spot you can enjoy the good life many months of the year. The house walls provide considerable protection from wind and weather.



This combination sitting-library-bedroom has a fireplace of its own, open bookshelves, closet, and arrangements for sleeping or conversation. The bathroom is nearby. Your guests will love you for it.



The fireplace in the living room is more dignified, but with the same hospitable simplicity. This room is large, light and very livable. The windows flanking the fireplace look out on the covered porch.

The dining room is an extension of the living room, with an exceptionally interesting architectural treatment at the far end. Tall narrow shelves for china are as decorative as they are functional. When not in use, the drop leaf table is folded against the wall to give a more spacious feeling.



FOR FLOOR PLAN SEE LARGE

ENVELOPE AT BACK OF BOOK





# om thumb house

If you loved fairy tales when you were a child, you'll love this Tom Thumb house. Everything about it is tiny, but so carefully scaled and placed that the house seems far larger than it really is. The outside is gray shingles, accented with yellow-shuttered windows and two nice bays. The inside features ingenious cupboards, a compact dining alcove and two bedrooms of respectable size.



HOUSE COURTESY OF BETTER HOMES AND GARDENS. PHOTOGRAPHS BY MAYNARD PARKER





Your family will be enchanted with this living room. The simple fireplace wall, ample bay with lovely vista and quaint plate rail form a perfect setting for provincial furniture and collections of old china and brass. The dining alcove opens into this room.



The kitchen, a dream of efficiency-in-a-cottage, is a prime decorative asset with its canary-yellow cabinets and built-in corner cupboard, the latter backed with wine-red linoleum to match the floor.




Twin beds, wall-to-wall shelves, sunny bay are reflected in the mirrored wall behind the dressing table in mamma's and papa's room. Gay plaid gingham is the chief decorative theme.



The dining alcove, part of the kitchen, faces the corner cupboard, and is separated from the living room by low shelves. Blue-checked curtains contrast with yellow walls, wine-red linoleum.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK 





Hedrich-Blessing

HOUSE NO. 3

## **m**idwest contemporary

Modern, tempered with traditional charm, is the feeling that pervades this small house built for a growing family. Since a car plays a major role in the lives of most families, it is housed for easy access at the front of the house. Wide gray vertical boards with battens give variety to the upper part of the house and relieve the horizontal clapboards below. A roof of slate-color asphalt shingles completes the exterior color scheme. Two espaliered plum trees hug the side of the garage with unusual decorative effect.



The rear, or garden view, shows the delightful dining room bay, and the summer porch tucked snugly into the corner of the ell. This facade of the house is gray clap-board, definitely suggests a traditional feeling.



Traditional paneling, painted white, and a Colonial fireplace strike a keynote of ordered charm in this living room. Bookshelves, recessed on either side of another window, add an interesting and practical detail. Note the contemporary horizontal panes in these windows.

Indoor-room-with-an-outdoor-view describes this dining room, with French doors opening onto the screened porch, and large bay picture-window overlooking the garden. Horizontal-paned windows and rough-textured draperies in a contemporary mood blend happily with Colonial mahogany and a rather formal crystal chandelier.



A cool, blue flagstone floor, dark green canvas roof and white wrought-iron furniture transform this porch into a summer delight. Horizontal paneled floor-length screens afford an unbroken view of the garden; slat-roller shades control sun and rain. Outside the door, a flagstone terrace is an inviting transition into the garden.

FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK





## One-story Colonial

Here's a big little house with a staunch integrity all its own. The architecture is exceptional, lines and proportions honest and right. It has plenty of windows, yet excellent wall space for placing furniture. Pillared veranda, Colonial-type windows with flower boxes, white-painted brick exterior, skillfully detailed garage—all say clearly: "I am a home you'll love and cherish!"





You'll find that your furniture will fit beautifully into this room. Although small—about 11 by 17 feet—it can take a sofa, two easy chairs, two straight chairs, two end tables, desk and bookshelves with no strain at all. Reason: well-planned openings, nice wall space. Plaster walls and paned windows call for a bright floral fabric and simple Colonial furnishings.



This gem of a house has two bedrooms. Both have cross ventilation and wall space for twin beds, if desired. The parents' room is shown at the left. Do it up this way: dark walls, venetian blinds, sheer curtains, blond wood, shaggy light rugs. A charming combination!



The children's room has space for both crib and daybed. Give it bright striped sailcloth curtains and spread, and forget about the wear and tear! Both bedrooms have adequate closets.



Louvered semi-partitions between the dining area and kitchen have two missions: to provide cupboards, and add decorative interest. Under-window shelf and tuck-away stools in the kitchen make quick meals pleasant and easy for mother.



FOR FLOOR PLAN

SEE LARGE ENVELOPE AT BACK OF BOOK





# M odified modern

Hedrich-Blessing



HOUSE  
NO. 5

There's a dash of Swiss charm about this skillfully designed modern house, in which two exterior materials (brick below, board-and-batten above) are combined to camouflage the unusual placement of doors and windows. The plan of the inside governs the outside, which makes for ideal living. Your family will cheer for the wonderful sun deck built on the roof of the two-car garage.





If you like to live simply, yet with a certain formality, this is the house for you. In this gracious, uncluttered living room you can entertain a great many people. Built-in units combine easily with small modern pieces.



Plaster and wood are creatively combined in this wonderful "closed string" stair well. A huge modern window throws light on the interesting hand rail. Here, again, the suggestion of Swiss influence!



The dining room, which forms an L with the living room, can be closed off by draw curtains on a concealed track. Note the carefully planned mill-made sideboard, cupboards and under-window storage units.



You'll find this simple modern bedroom a joy. Perfectly lighted, with a picture window by day and indirect lighting at night, it invites rest and relaxation. Note especially the built-in unit to accommodate the twin beds.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK 





Hedrich-Blessing

HOUSE NO. 6



An excellent example of the much-loved Cape Cod house—modified without loss of charm to fit the needs of a modern family with growing children. Almost nothing has been added to the basic Cape Cod shape—yet the triple bay window in front and a picture window in back give you the outdoor vistas you want. The inside is completely modern. Lots of room here: two upstairs bedrooms, also extra room downstairs, with lavatory.





Even our stern Puritan ancestors would appreciate this enchanting living room window. On the long wall is a Colonial fireplace. A back door opens on the screened porch. The dining room (not shown) is entirely separate from the living room.


This bedroom is typically Cape Cod in shape—completely modern in treatment. Your boys will go for the decorative use of Scotch plaid around the sunny window, and plenty of space for play.



Using a corner in this manner is a fine space-saving trick. It's a modern idea—yet the Colonial motif keeps it in harmony with the house as a whole.

Everything you long for has been included in this super-kitchen. Window over the sink, cupboards and drawers for top efficiency, table-with-a-view. The built-in breakfast unit has one movable bench.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK 





Maynard Parker

HOUSE NO. 7



## Pacific Coast house

This clean-cut, informal approach to modern would challenge any die-hard traditionalist to give a nod of approval. Its low, frank, unbroken lines stand on their own merits, making the most efficient use of materials at hand. Even nature's contribution—age-old picturesque trees—was exploited to the full. Of natural wide redwood siding with green trim, this house will rate high in any section of the country.





A window-high, five-paneled screen forms a unique and useful partition between the entrance hall and living room beyond. To control the light and air in this many-windowed house, draw draperies can be pulled without interference since the metal-framed casement windows all open out.



Light, cheerful, uncluttered, this modern dining room requires no decoration beyond simple furniture with fine lines and light woods. An off-center window adds interest and leaves wall space for a convenient storage cabinet or sideboard.



Neat, modern and efficient as a new pin, the kitchen has perfect light and ventilation. Translucent ribbed glass partition between kitchen and laundry admits extra light. The service entrance is located conveniently in the laundry.

The complete simplicity of this bedroom is no happenstance. The architect achieves it with smooth unbroken wall spaces and a glorious windowed wall of glass. Note the remarkable drawer space in the built-to-measure under-window chest.



Letter-writing would be a pleasure in this inviting corner of the living room. Draw curtains can be pulled to temper the light. Surplus magazines, family expense files, a typewriter, and other paraphernalia are stored in the cabinets, leaving the surface of the desk orderly and ready for action.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK







## inside-out design

First, the architects planned, room by room, the greatest possible livability in the minimum of floor area. Then they designed a contemporary exterior to harmonize with inside plans. The result is a compact, attractive, easily cared-for house which will be congenial in almost any neighborhood, and practical in any climate. The floor plan is packed with space-saving ideas.

Hedrich-Blessing

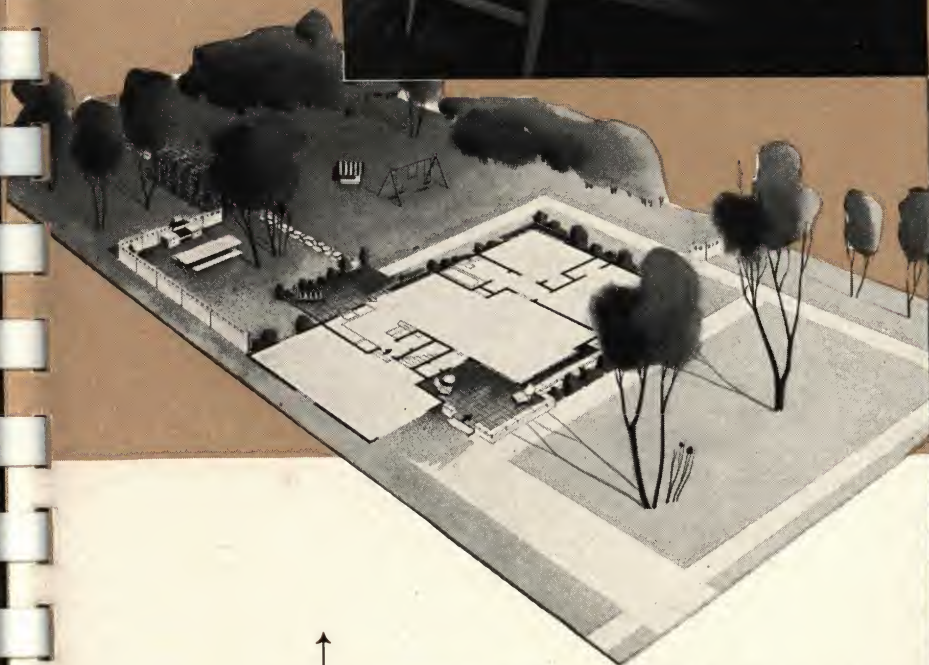






The dining area is part of the living room—yet by placing the table against the window you create an illusion of separation. The indoor planting is framed by a recessed picture window with glass on three sides.

A high corner window in a child's room provides space for cupboards, light for play, extra wall space for furniture. It's easy to train a child to be neat in a room designed for his special use and requirements.



Landscaping is so important! Honestly, it's as much a part of home ownership as the actual building itself. This drawing shows what can be done to create an ideal setting for a home on a small lot, 75 by 125 feet.



Conversational groups in the living room are so arranged that different members of the family can read, talk, or listen to the radio without interference. This sectional group fits snugly into the front casement windows. What a pleasant spot for tea and talk!

The kitchen is as modern as they make them. A decorative set of shelves and a semi-partition of opaque glass, concealing the stove, separate it from the dining room.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK

OF BOOK





Hedrich-Blessing

HOUSE NO. 9

## Cape Cod modernized

A traditional Cape Cod house is undeniably cute and cozy, but it does follow a fairly set, inflexible pattern as to interior arrangement. This modernized version, executed with great taste and distinction, is thoroughly unconventional inside, with a marvelous studio-living-dining room, a nice-sized downstairs bedroom, and a smaller one tucked up under the well-insulated roof. You can go completely modern or completely traditional in furnishings, or strike a happy medium, as you choose. An incredible amount of storage and closet space is a feature of the house plan. The covered porch is a nice detail.



Just a step from the kitchen is this dining bay in the living room. The four windows overlook an intimate dooryard garden at the back of the house. The huge drop-leaf table opens to accommodate ten or more persons for big family dinners.



If you've an artist in the family, he'll rave over this huge north window in a 13-foot wall. The polished marbleized asphalt-tile floor forms an excellent, easily kept background for scatter rugs, and needs little attention except for dusting.



A huge brick fireplace dominates the random-width pine-paneled wall, which includes ample bookcases and cupboards. The pine door at the left leads directly into the kitchen. If you decide on modern furnishings, the architectural treatment of this wall should be changed, but the effect of hospitality and hominess can be maintained.



A modern kitchen needs only a few "humanizing" touches to give it a quaint period look. Red and white oilcloth, old hardware and cleverly chosen accessories do the trick. Quick meals at the kitchen table are a joy because of the view from the recessed window with a shelf for gay accessories.



FOR FLOOR PLAN

SEE LARGE ENVELOPE AT BACK OF BOOK





## Ranch house

Maynard Parker



HOUSE NO. 10

While these so-called ranch houses seem indigenous to the West, they nevertheless are moving rapidly eastward in modified design wherever families enjoy informal living, indoors and out. Light, air, privacy and great versatility are incorporated in this unusually fine example of ranch house architecture. Wood batten walls, a white brick chimney and low tile roof are practical materials for any climate.





A high, white wall encloses this intimate patio, dominated by three old eucalyptus trees. The window in the wall is both decorative and practical, with broad shutters for privacy. It's a wonderful outdoor living room.

Lives there a child who wouldn't adore this beautifully appointed room? A painted cut-down dining table is obviously the most useful piece of furniture in the room. The flush panel door is a cinch when cleaning dirty finger marks and the chintz-covered headboard behind the beds is just like mom's and daddy's. Curtains pull across the alcove to shut out light at nap-time.



The luxury of this bedroom belies the rustic exterior of this house. Convenient built-in cabinets utilize every inch of space for storage. The low horizontal lines of these units, plus the shape of the window above, produce a restful effect in this not-too-large room.



You practically dine out of doors in this enchanting room with its picture windows in either wall revealing the lush foliage of the gardens beyond. The louvered door is typical of ranch house architecture.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK





Hedrich-Blessing

**HOUSE NO. 11**



**Midwest colonial**

is a neat name for this distinctive type of architecture, because it first appeared extensively throughout the Middle West, notably in prosperous old Illinois towns like Galena. There's a quiet air of hospitality and comfortable living about this white clapboard-red brick-green shuttered house that appeals strongly to home-lovers. Rooflines and window placement are interesting and harmonious. Above the garage in the left wing is a family den-guest room.





This traditional room has an air of dignity and restraint emphasized by a paneled fireplace with balanced book shelves reaching from cupboards to ceiling on either side. This wall is painted a soft cocoa color, the other walls are white. The textured rug in gray and beige complements the document chintz which appears on the sofa, chair and in the draperies in shades of beige, brown, green and blue.



Because of the confined area, wall decoration in a hall can be much more striking than elsewhere in the house without complicating the decorating scheme. This strong conventional block pattern is attractive and right for a house of this character, and carries well up the simple stairway and through the upstairs hall. The nice detail of the hall light and simple period pieces are harmonious and interesting. You sense a nice feeling of hospitality.



Chintzy and charming, this traditional bedroom uses the same morning-glory pattern for spreads, slip cover and valances. A formal striped paper in yellow, beige and white picks up the colors of the chintz, while the dust ruffles around the bed match the lampshade of mustard yellow. Curtains are of crisp white organdy; furniture: 18th century mahogany.



Open shelves in the wall above a kitchen breakfast nook afford a choice spot in which to display decorative knick-knacks and plants, and bring light and air and a feeling of space into an otherwise small kitchen and uninteresting hall. Linoleum and work-counters are beige, with walls of white, continuing a consistent color-scheme throughout the house.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK





## ew trend house

This compact three-bedroom house is skillfully planned for the maidless family that loves to entertain. Living-dining space are combined in a spacious living area, with a kitchen bar which makes buffet serving a slick trick. While the house is not strictly modern in an architectural sense, it borrows many details to achieve a contemporary effect: the picture window, corner bedroom window with space for planting, interior glass wall, etc. Note the recessed garage, which provides a covered kitchen entrance and shelter in rainy weather.

Hedrich-Blessing







Breakfast is a brisk meal at this kitchen bar, which doubles as a serving counter for the dining area. A glass panel shields the front door; a Venetian blind closes the opening.

Looking across the counter into the dining area and living room, you get a quick impression of the open spaciousness of this big little house. The front door opens directly back of the glass panel-wall, which forms a simple entrance area.



FOR FLOOR PLAN SEE LARGE ENVELOPE AT BACK OF BOOK



The long recessed mirror over the fireplace and built-in bookshelves, increases the apparent size of the room and emphasizes the modern picture window with its generous sill and nice proportions. The low partition at the lower right serves to block off the dining area.

The raised dry-wall terrace is an integral part of the design of this well-planned small house, and makes good use of a slight natural slope. The garden planting (which could be low evergreens, if you aren't a gardener) is especially effective with the house walls as a background.





# Rooms planned for living

The most beautiful house in the world isn't worth a tinker if it isn't planned for convenience in living. Too many home owners find themselves with inadequate wall spaces for sofas and twin beds, awkward doors and windows, lack of storage, chopped-up rooms, blocked traffic lanes, unusable space—all because they didn't foresee definite needs. Living areas, work areas, sleep areas should be organized to fit your individual requirements. On the following pages are scores of ideas which you'll find helpful in planning your home to suit your family.



A window beside the door affords excellent light, and space for a nice accessory arrangement.



## ENTRANCE HALL

—not always possible, especially in small houses, but highly desirable if it can be arranged. It should be well-lighted, provide space for hanging outdoor clothes, prevent drafts from reaching adjoining living areas, afford access to the second floor in a two-story house. Doors should be arranged so they do not interfere with traffic to and fro. Mirroring one wall often gives a nice illusion of space. Furniture and decorating scheme should be simple but effective, with the same treatment for the stairway and upstairs hall.

Glass panes above the door, accessible closet, lovely stair detail and handsome wallpaper show intelligent planning.



Modern simplicity here includes a flagstone floor for easy maintenance, and an effective treatment of the door area.



Adjacent doors are often a problem. Here, louvered doors and simple woodwork are good. Note the huge mirror.





Marshall Field & Company

This room is planned for full enjoyment of music as well as pleasant conversation. The mirrored fireplace wall and drapery treatment of windows are well done.

## LIVING ROOM

Your living room should be well-proportioned for ease in arrangement, with heating and electrical outlets located so they won't pop up behind furniture. Plan openings for doors and windows to leave adequate wall area . . . locate the fireplace so you'll have space on either side for a balanced grouping. Consider the type, size and spacing of windows for good ventilation, light for reading, ease in curtaining, and privacy from the street. If you plan a picture window, be sure you'll have something worthwhile for your out-of-doors view.



Thoroughly unconventional, but extremely attractive is this conversation grouping in a large room. The bookcases and window seat frame the big window.

The furniture grouping around the fireplace can be moved across the room in the summer for full enjoyment of the magnificent windowed wall opposite.



Corner windows offer an inviting spot for conversation, reading and relaxation. Simple draw curtains control outside light and privacy.



The complete simplicity of the fireplace is relieved by the textured brick wall, flanked by ceiling-high bookcases and cupboards below.







Meals in this pleasant alcove, a step from the kitchen, are gay, informal. All furniture fits into the living room scheme.



Ready-made units are assembled to separate this dining area, provide storage. Chairs may be used in living area.



Excellent furniture grouping and a low partition of shelves gives this lovely modern room extra space and charm.

## combination living and dining rooms



Recent polls among present and prospective home owners indicate that the combined living-dining room is gaining great favor. The space thus saved may be used to increase the size of the living room, or to add a den-guest room to the house plan. If you choose this intimate, informal arrangement for meals, plan to locate your dining area in a bay, near a sunny window convenient to the kitchen, or in a small L of the living room. Draw-curtains on a ceiling track, screens or clever furniture arrangement can be used to outline the area and allow varying degrees of privacy.

No division of areas is planned . . . this corner is an integral part of the living room. Note the nice choice of furniture.





Host and hostess chairs, with simple side chairs; the glorious bay, painted dado with wallpaper—merit consideration.

Above: Louvered doors can be used to close off this handsome modern room, which forms an L with the living room. An enormous picture window is its chief architectural and decorative feature.

Right: A delightful wall setting like this is preferable to the conventional heavy picture or mirror over chest or sideboard.



Carson Pirie Scott & Company



The quaint Dutch door gives a whimsical touch to this simple provincial dining room. Rush seat chairs and rag rug are practical furnishings with small children in the family.

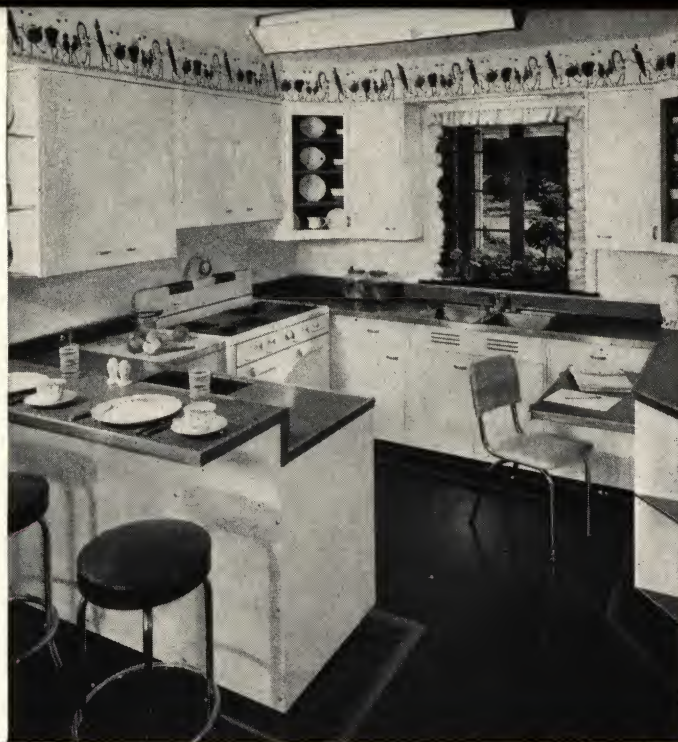
## dining rooms

A dining room has undeniable advantages, especially if you live rather formally, entertain a great deal or have a good-sized family. It should be pleasant, well-lighted, with a nice view, if possible, from a bay or picture window. Essential points are: space for moving around the table and chairs when serving, good wall area for sideboard and (or) server, free-swinging door into the kitchen which won't interfere with seating, and kitchen work area concealed when door is open.





Above: Excellent light directly above the sink is almost a "must." Note the convenient set-in chopping block set into the counter. Right: A pull-out slide for menu-making, good lighting and storage and a clever lunch-counter rate A in planning.



This ultra-modern U-shaped kitchen avoids that sterile look with a drop ceiling of gay washable wallpaper, and an attractive window treatment.

## kitchens

If mother is smart, the kitchen will get first call in planning and equipment! Here she spends most of her time . . . here is household headquarters. Essentials are: modern, efficient arrangement, equipment and work areas; top-notch natural and artificial lighting; organized storage space; plenty of electrical outlets; ventilating fan; good durable floor, resilient to stand on, easy to clean; easy access to other house areas, and outdoors; view of children's play area.



Provincial charm with contemporary convenience is an unbeatable recipe for a charming modern kitchen.



Another modern kitchen exploits its provincial theme with old hinges, a hooked rug and country accessories.



Mix at the left, serve over the Dutch door counter . . . with no gang interference.





A table under a sunny window at one end of this country kitchen doubles for quick meals and food preparation.



Gay with plaid and bright accessories, this small nook pays its way in convenience and interest.

Peoples Gas Co., Chicago



Here's snappy counter service, with the stove just around the corner from the hungry customers.

## breakfast and service rooms

All house plans, new or modernized, should include a spot for quick meals, children's lunches, Sunday-night snacks. A corner of the kitchen, counter, or wide shelf under a window will do the trick. If the area is separate from the kitchen, an open shelf or sliding door between is a step-saver. A well-organized service room opening from the kitchen (or in the basement) is headquarters for laundry, ironing and household chores, and is a grand place to stow away galoshes and outdoor clothes and play equipment.

Hedrich-Blessing



This built-in breakfast nook, with its corner windows, is a grand play spot for small fry on rainy days, right under Mother's eagle eye in the kitchen.

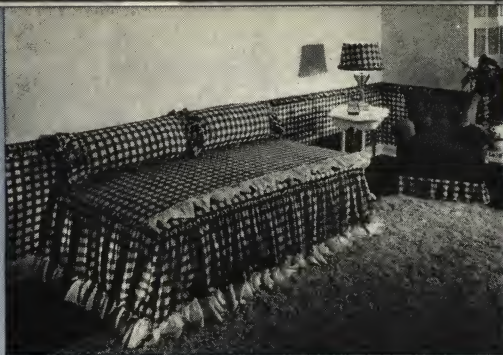
Maynard Parker



With slick new laundry equipment, the service room can become a real joy. Sewing machine, desk for household planning, even the family photographs find a place in this workshop.







Marshall Field & Company

Left: your 'teen-ager would adore this bedroom arrangement with a dado back of her bed to match spread and pillows.

Below: this built-in bed base incorporates magazine rack, shelves and light for reading, all in relatively small space. The open shelf along the wall might contain extra storage drawers.



Here the bed is used as a focal point for nice decorative treatment. Dormers add architectural interest to a room.



This small guest-sitting room makes good use of a delightful collection of antiques for its hospitable decorating scheme.

## bedrooms

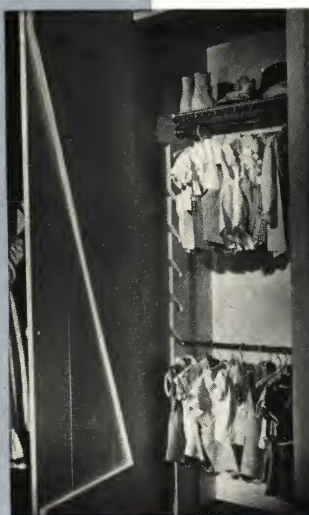
Good light, cross ventilation, privacy and quiet, adequate wall and closet space are "must-haves" for a comfortable bedroom.

Even a small room can be given a spacious feeling by using

built-ins, or contemporary functional furniture pieces in innumerable combinations. In small homes, a bit of planning can equip a bedroom to serve as a sitting room, hobby room, child's play room.



Bunk beds save space; high windows provide lots of light, space for toy shelves and a built-in seat; linoleum floor is ideal for blocks and trains . . . gives mom a break with her cleaning.



Children's closet has adjustable hanging rods to help you instill neatness in the very young.

Grownups' closets should be planned with all types of clothes in mind. Special sized drawers are important features.







Above: the separate glass-enclosed shower stall is a practical luxury in this ultra-modern bathroom.

Right: twin lavatories with a counter top and storage space below are less costly and more useful than you think. Often extra washstands can be installed in a bedroom, large closet or dressing room, and hook into regular bathroom plumbing.



Your bathroom should be planned carefully to give it extra utility value. In a one-bath house, two wash stands, a separate toilet stall or enclosed shower often double its usefulness. Built-in closets or drawer space are always possible if planned ahead. Soundproofing the walls is extremely important. And see that your bathroom door is located so it won't be visible from downstairs hall or living areas!

## bathrooms



One end of this bathroom contains a built-in closet for linens, baby equipment, miscellaneous supplies.



No room for a tub? Kids prefer a shower? You can buy complete units ready to install, that occupy comparatively little space in a small bathroom.





A dry basement room with good light, equipped with a huge table and benches, becomes a gathering place for the youngsters of the neighborhood. What a boon for Mother in bad weather, when the roustabouts can't be outdoors!



A simple brick terrace offers infinite possibilities. Canvas roof and screen walls can afford protection against weather and insects, without destroying the lovely rustic effect.

## porches and playrooms

Life is pretty dull without a porch or open terrace for outdoor living in summer. Family preference and climate dictate the most desirable type . . . if the budget says: "Go slow!" plan space for it now and finish later. Privacy and a pleasant outlook can be achieved by good fencing and planting, even on the tiniest lot.

Play space for youngsters (and grownups, too) can and should be provided for in house plans, and completed later if necessary. Basement and attic, summer-and-winter porch, enclosed garage sun-deck, all offer exciting possibilities for family recreation spots.



Above: Here a permanent outdoor living room between two wings is screened in summer, glassed-in for winter. Light furniture, summery accessories are practical.

Right: Playroom and porch, planned for juveniles, loved by the grownups, has a huge open fireplace and rough-house furniture. Sectional storm windows would make it usable most of the winter, especially with the fireplace to supply heat.





Just a one-car garage, with three-foot-deep storage space and workshop along one side. Garden tools, paints, ladders, screens and miscellaneous equipment are organized to the nth degree of efficiency.

## garage and workrooms

Too often, valuable garage and basement space is wasted because no one took the time and trouble to lay out details in the original plans. Since the garage is a catch-all for garden and outdoor tools, bicycles, tricycles, wagons, screens, storm windows and whatnot, make a list of your stow-away needs, and plan where each is to go. Often two or three feet, added to a one-car garage, mean the difference between order and chaos . . . In the basement, good dry walls, a well-drained floor, adequate light and ventilation are important details to watch. If a completed basement workroom stretches your budget now, put in all outlets and plumbing, add equipment and cupboards when you can. But, by all means, make your plans now!



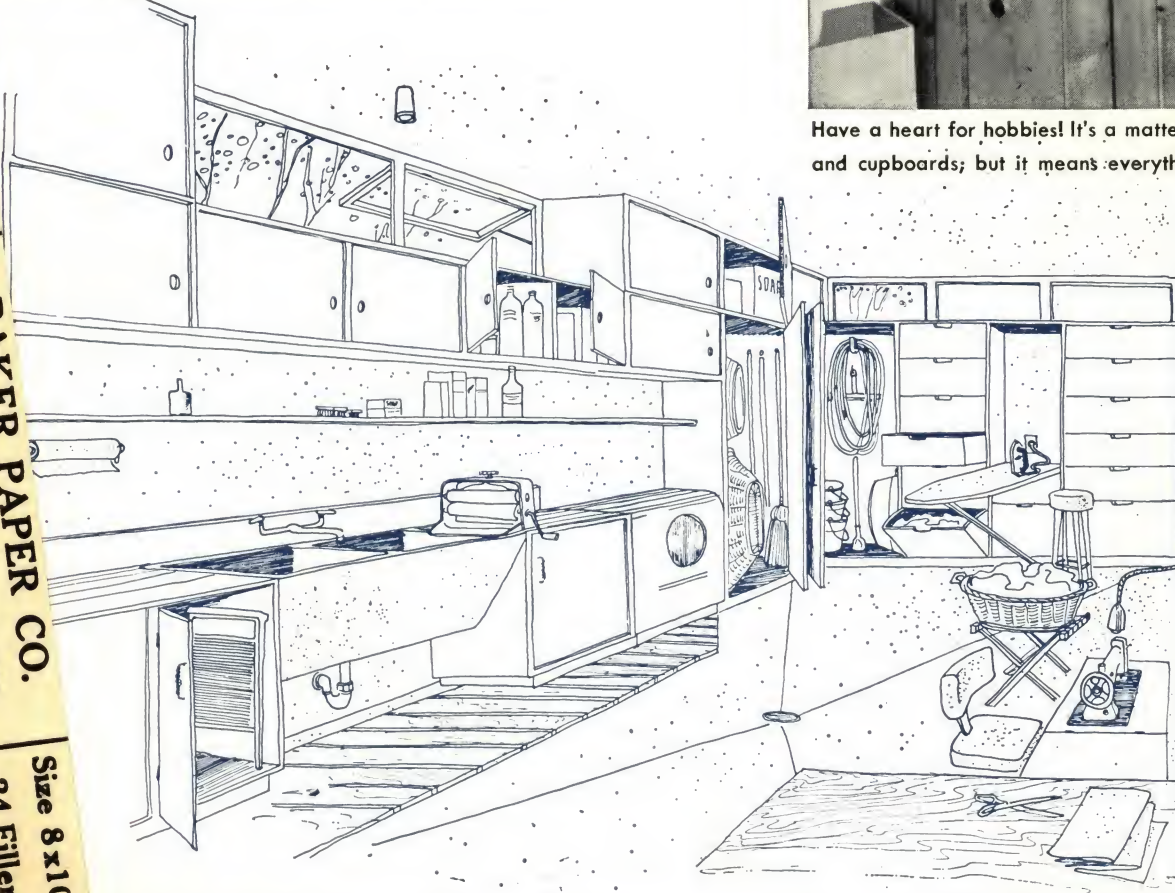
Have a heart for hobbies! It's a matter of a few feet, adequate shelves and cupboards; but it means everything to a guy who likes to putter.

Whether you use the basement or first-floor service room for this homemaker's workshop, you'll rejoice at this finger-tip control of all tools and equipment. The architect even thought of a duck-board floor laid over the cement in front of the laundry counter.

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Frank Willming



## planning your outdoors

Your exterior decorating: grading, foundation planting, flower and shrub borders, lawn and recreation areas, can make or break the appearance of your house. If you're an expert gardener, you may want to tackle the job yourself. Chances are, you'll need professional help in the early stages. If you have good trees, guard them like the crown jewels. When they're adjacent to building operations, protect the trunks with a frame of heavy timbers. If the final grading raises the level of the lot, build a brick well around the roots to give them air (yes, indeed, trees do smother to death when their roots are covered!) Good plants, grass and shrubs require good soil; if yours is poor, the cheapest time to remedy that defect is in the beginning. Start out with a complete plan; then work step-by-step and year-by-year, if necessary, to make your outdoors an integral part of your home.



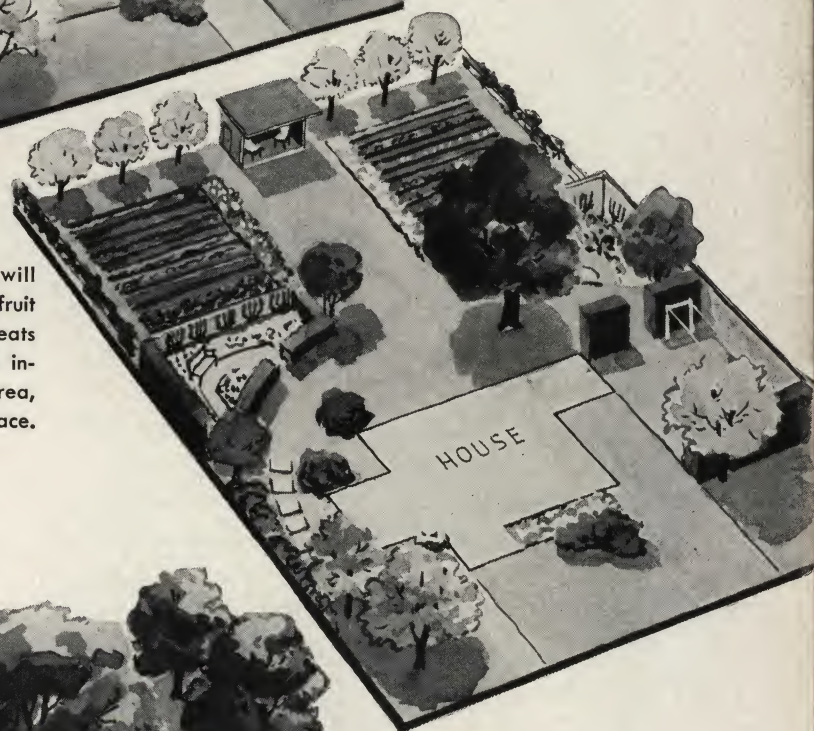
# 4 ways to plan a garden



THE AVERAGE FAMILY will want a place to lounge, a place to play, a barbecue and a reflection pool. This plot plan wraps up these activities in one package labeled "for the whole family."

THE GARDEN FOR CHILDREN should provide an exclusive play place and could include gym equipment, wading pool, sand pit and play house—future tool-house. Save a corner for adults.

THE GARDEN ENTHUSIAST will want flowers, vegetables, fruit trees, flowering shrubs and seats from which to admire. To increase the tillable garden area, substitute a lawn for a terrace.



Your garden will prove one of the greatest pleasures of home ownership if you plan to use it properly for your family's activities.

Lots, families and houses vary so widely that it's difficult to give general rules. However, these four arrangements incorporate practical ideas for outdoor living that will give you a head start on your individual planning.



THE NON-GARDENER who prefers loafing to digging should develop a naturalized garden that will look after itself—with native plants, trees, a ledge with rock plants, flowering shrubs and a flagstone terrace.



# How to select your land

First consider the way your family likes to live. Are city lights the breath of your existence or do you pine for a country atmosphere? Are you a play-at-home or off to the golf course, the movies, the bowling alley, at the drop of a hat? Are you a born gardener, or do you prefer to expend your creative talents and time elsewhere? Honest self-study will help you determine the section of town; the size of your lot; the outdoor activities to be arranged for; the importance of a view. And here are some of the other essentials for comfortable living and satisfactory home ownership:

## Examine the district for:

- *Upswing or downgrade.* New, growing sections make better longtime investments than old areas that are becoming ragged around the edges. A high percentage of ownership—with accompanying upkeep and care—is another safeguard against depreciating property values.
- *Hidden liabilities.* Nearby industries, railroads, car lines or airports may go unnoticed on a first visit, but they're invisible nerve-wrackers for residents.
- *Transportation.* Modern, convenient transportation at frequent intervals should be available the year around.
- *Zoning ordinances.* Be sure that industries or unwelcome commercial establishments won't spring up to menace your peace.
- *Taxes.* Don't accept the assurance that taxes are low without investigating. Check up on possible assessments for local improvements, too, both present and future.
- *Building restrictions.* Be sure the type and value of the house you plan to build is acceptable in this area.

## Know the neighborhood:

- *Is the street safe,* convenient and well surfaced? Free from noisy "through" traffic but accessible to main arteries?
- *Are the buildings harmonious* in size and character without being monotonous? Will your own house-to-be fit in comfortably?
- *What kind of neighbors* will you have? Do they take pride in keeping their homes and yards beautiful so your approach and

vista are attractive? Do they have children of their own to provide company for yours — and to make them tolerant of yours? Neighbors are inevitable—a source of great joy or constant irritation. It's wise to go calling before you buy. You may even find they're eager to help you profit by their own building mistakes.

## Know your own lot:

- 10 to 15 per cent of your total home costs usually is spent on obtaining the site. And make sure its physical proportions are suited to the type of house you plan to build.
- *It should be large enough* for house and garage plus as much clothes-hanging, gardening and recreation as you plan to indulge in. Consider juvenile play areas.
- *Be sure it's wide enough* for sunlight and air between houses . . . provides privacy so that your windows will not face directly into the neighbors' . . . furnishes a pleasant view the year around. Consider trees, too, your own and the neighbors'!
- *An empty lot next door* is a potential liability rather than an advantage, since you can't predict how a future buyer will build and where he'll place his house.
- *If you plan to garden,* have the soil tested for treacherous rock or clay content.
- *Check the surface drainage!* A dry lot in August may be under water in April.
- *Last and most important,* be sure you are obtaining a clear title before you buy. If you're in doubt, have the title examined and certified by a good abstract company.

## LOOK FOR:

Schools  
Churches  
Shopping center  
Rapid transportation  
Recreation facilities

## INQUIRE ABOUT:

Police and fire protection  
Street lighting  
Water supply  
Electricity and gas  
Sanitary and storm sewers  
Telephone service  
Garbage disposal and other community services

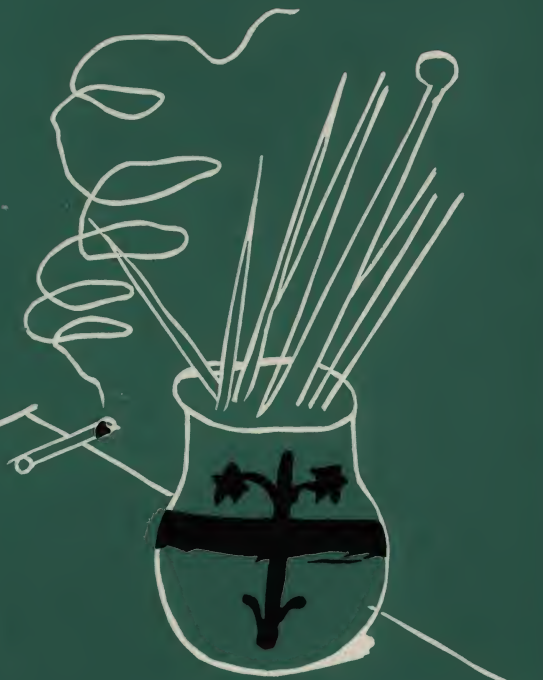
## AVOID:

Swamp-like land  
Rivers that may overflow  
Rocky or rubbish-filled land  
Insect-breeding ponds or dumps





refresher course in  
**decorating**









# COLOR

**MAKES YOUR HOME**

Color is your greatest asset in decorating—the most important single element in the appearance of your home. Ugly rooms can be made beautiful . . . dull rooms rejuvenated . . . old furnishings made young . . . your whole home life given a lift and verve—all by the use of good color.

Don't be self-conscious about color, nor afraid of it. You can learn to use it if you give yourself a chance!

**before  
you start  
planning  
your  
decorating,  
ask  
yourself  
these  
questions**

*What colors do you, as a family, like best? .....*  
*What will you use each room for? Living-entertaining? Living-dining? Sitting room-bedroom? Family den-guest room? Child's bedroom-playroom? Etc. ....*  
*Have you made a list for each room of the furnishings you must keep, and of the new ones you will add, either now, or eventually? .....*  
*What simple architectural additions will increase the attractiveness of the room? Built-in bookshelves or window seats? Built-in furniture (bed-headboards, closets, dressing tables, etc.)? ..*  
*What are the bad points of each room which must be played down? Poor light? Too large or too small? Awkward windows? Unfortunate view? Broken wall space? Etc. ....*  
*What are the good points to be emphasized? Picture window? Beautiful fireplace? Etc. ....*  
*Have you selected a painter-decorator who will be cooperative in mixing special colors and helping you work out your ideas? .....*  
*Will you furnish exact color samples for him, instead of describing them? .....*  
*Do you know that colors change value under artificial light, making it essential to check wall colors and wallpaper for night-time harmony? .....*

## **Have these color tips on tap!**

**GOOD COLORS.** Bad colors are neutral, muddy, vague, irritating. Good colors are clean, clear, have depth and value, combine easily with other colors. Good colors never go out of fashion—bad colors never are in fashion.

**HOW TO PICK GOOD COLORS.** Avoid neutral, lifeless colors and vague, wishy-washy wallpaper designs. Pick colors that blend well or contrast crisply, wallpapers that are clean and fresh, with well-drawn patterns that mean something! If in doubt, seek good professional advice.

**COOL AND WARM COLORS.** Simple, cool colors:

grays, greens, yellow-greens, blues and whites suggest shade. Warm colors: all yellows, pinks, corals, browns, beiges, reds suggest sun. As a general rule, emphasize cool colors where you have lots of light; warm colors in rooms that need to be brightened. Unless you're an expert, don't use all cool or all warm colors in a decorating scheme. You need contrast for interest.

**COMBINING COLORS.** Keep your color schemes simple, using three basic colors in 50-30-20% proportions (approximately). The most brilliant of the three should be the 20%

accent color. Other harmonizing shades may appear as undertones in fabric patterns, but let your three major colors dominate.

**LARGE AND SMALL ROOMS.** As a general rule, a large proportion of cool color makes a room seem larger; warm color makes a room seem smaller. Scale wallpaper patterns to the size of the room: large in large, small in small.

In the next four pages, you'll see definite examples of how to select good color schemes, and how to carry and vary a basic color scheme throughout your house.



**how to plan a**

*Good*

**color scheme**



**Old fruit plate.** Victorian blue walls, shaggy textured beige rug, grayed-pink chairs, and a cool dash of white in accessories, give you a head start on a lovely, livable decorating scheme.

**Wallpaper.** The pattern is strong and handsome, so let it dominate. Perfect with a pine dado, teal blue rug, yellow sofa, rich red accents and simple 18th century furniture and accessories.

*Of course it's hard to plan a good color scheme! Even the best professionals can't dream up a masterpiece sitting in a snug armchair. First of all, you need an inspiration. Maybe you'll find it in a beautiful rug, a lovely piece of fabric, a handsome wallpaper, a Paisley shawl, an old teapot or plate, a fine flower print, a favorite painting. If your "inspiration" is designed by a true artist (and you can make sure of this by checking with someone whose taste you respect), the quality and value of the colors used will serve you as an infallible guide in working out a distinguished color scheme. Elements of five schemes are illustrated, showing how a simple object keyed the decoration for an entire room.*







**Painting (above).** This Van Gogh reproduction runs the gamut of yellow, green and copper tones. Main color elements in this room scheme are chartreuse yellow walls, copper rug, fabrics in varying shades of green, a dark green painted chest.

**Carpet (upper right).** To temper the all-over floral motif, choose cocoa brown walls, pinky beige draperies, blue Victorian chair for accent. No other pattern is needed, except in accessories against the plain wall, and perhaps a striped fabric.

**Fabric (lower right).** This glorious chintz calls for warm, deep gray walls, gray textured rug, red sofa, yellow accents. The chintz might be repeated in slip covers for a pair of lovely fireside chairs.







# C o-ordinating color schemes

When you're planning color schemes for your house, you need never be monotonous, but you *should* be consistent to give the rooms a related, tied-together effect. By selecting three basic colors, varying their proportions and emphasis, using different shades of each and occasionally introducing a new accent, you'll achieve a highly professional result. To start your ideas perking, here's what happens to the 20th Century Colonial house, No. 1 in the New House section of this book, when moss green, light beige and red are used as the basic decorating colors.

**Living Room.** Since this is your most important room, state your color theme here in the basic colors and proportions used as the keynote of your whole decorating plan. Moss green walls; pinky beige carpet and draperies; ceiling and fireplace white with just a tint of pinky-beige (biscuit color); red sofa; a chintz that picks up all these colors. Brass accessories are a superb addition to this scheme.

**Hall.** Tie the hall to the living room (especially if the house is small) with matching floor covering. Here the carpet is pinky beige; the walls a deep, dusty pink; biscuit ceiling; white and green accessories.

**Dining Room.** Here the emphasis shifts to a grayed beige for the woodwork, which matches the background of the wallpaper. Cupboard interiors are green; wallpaper has a gray-green floral design; ceiling is biscuit; fabrics and accessory accents brass-yellow; hooked rug has a multi-colored floral design.

**Kitchen.** Crisp white, green and red here, with no soft tints. Ceiling, cupboards, stove, refrigerator are white. Counters and floor are moss green linoleum; cherry red accessories are the sprightly color accents.

**Breakfast Room** (not shown). Sunshine yellow walls, moss green linoleum floor, gay plaid (yellow, gray, green, red, white) chair pads and curtains.

**Parents' Bedroom.** Gray-white paper with ivy pattern on walls and ceiling. Gray chintz headboard and quilted spread on swing-out twin beds; green and white striped ruffle, gray-green rug. Beige wood furniture; yellow chair.

**Bathroom.** Dusty pink-and-white striped paper, white ceiling and lower walls; dark green linoleum floor; dusty pink bath towels and accessories.

**Second Bedroom.** Surprise!—a hint of blue in the lacy wallpaper design, with clusters of pink roses and green leaves. White ceiling, organdy ruffled curtains, bedspread and dressing table. Moss green swags trim table and stool. The rug is a soft rose shade.



Hall



Living Room



*throughout your whole house*



Kitchen



Parents' Bedroom



Dining Room



Second Bedroom



Bathroom





Marshall Field & Company—Kodachrome, Hedrich-Blessing

Good decorating is based on good sense. Elaborate effects, dull one-period rooms, a "don't-sit-here" atmosphere, have been shelved in favor of comfort, livability and practical charm. Here's an example of the best in contemporary decorating, showing how skillfully several periods (18th Century, Victorian and Modern) can be combined with rich color to achieve simplicity and great distinction. Note the new trends: dark walls with light floor; the sure use of color.



You can break any rule in decorating (and get away with it effectively) if you know the rules first!

In this series of pages, you'll find a quick review of fundamental decorating facts, new fashion trends and suggestions that will help you, whether you're revamping old decorating schemes or starting from scratch.

## FASHION FACTS ABOUT

# floors and walls

First fact to remember: your walls and floor, being the largest color areas in your room, rate A1 priority in your color planning. Since your floor covering is probably your most permanent investment, let's start off on the right foot.

**COLORS, TEXTURES.** Old standby colors in floor coverings, mousey taupe, dull brown, wine, dark blue and green have had their last fling. Here to stay are the light and medium beiges, grays, cinnamon, copper, grayed blues and greens. These new colors show less lint, dust, traffic wear; are easily adaptable to changes in color schemes; blend happily with light or dark walls. Deeper pile, shaggier textures are very important; also self-patterned weaves, multi-colored florals, Colonial patterns.

**SIZES.** Room size rugs should extend to within 6 inches of walls to avoid that postage-stamp look. Wall-to-wall carpeting is usually preferable in halls and living rooms. Over-size throw rugs in front of sofa, fireplace or window conversation group are excellent color accents, pull furniture groups together. Never lay "catty-corner"—place parallel with walls. Several large scatter rugs are a pleasant change in bedrooms.

**PATTERN.** All-over patterns make a room seem smaller; plain colors, larger. As a rule, use plain walls with patterned rugs; otherwise the room gets too "busy."

**RUG PADS.** Always figure these in your budget. They add luxury underfoot, and definitely lengthen the life of your rugs.

**PAINTED WALLS.** The importance of dark walls with light floor coverings cannot be over-emphasized! The word *dark* doesn't imply navy or chocolate . . . it defines clear, rich shades of gray, blue, brown, green, rose, cocoa, coral, yellow. It rules out all the vague, so-called neutral beiges, icky blues and greens that earmark a non-descript color scheme. Plain walls are essential if you're using lots of pattern in rugs or fabrics. And remember, painted walls call for smooth surfaces and good paint if you want good results.

**WALLPAPER.** Here, too, good color is important. Steer away from vague, scrawly designs and wishy-washy tints. Select well-drawn florals, geometrics, stripes, plaids. Large patterns make rooms look smaller; small designs the reverse. Wallpaper camouflages uneven walls and ceilings, or odd breaks in wall surfaces.

**PAINT AND PAPER.** Wallpaper above a plain painted dado is effective in hall, dining room, bedroom. (Paint dado to match woodwork or background color of paper.) Other ideas: paint one wall, paper other three; or vice versa. Use paper in a bay or alcove, with painted walls; in a bedroom, paper wall behind beds and paint the others. Frame windows and doors with wallpaper borders. In a bedroom with a ceiling slope, paper all four walls *and* ceiling.

**CAMOUFLAGE.** Paint radiators, irregular windows, doors or uninteresting woodwork the same color as your walls, or to match background color of your wallpaper.





## FASHION FACTS ABOUT

# windows

Next in importance, after floors and walls, are decorative fabrics for windows, slip covers and upholstered pieces. If you've decided on plain walls and rugs, you can create a lovely splash of pattern with your fabrics. In any case, these fabrics should pick up or complement your basic colors.

Here's the major tip-off: don't become involved with too many patterns—keep the effect simple and dramatic. If you're in love with a big floral, use it as your only pattern, for draperies and sofa, with chairs in plain colors; or for chairs and sofa, with plain light draperies against the deep color of your walls. A simple, bright stripe on a side chair should be the only other color note in your fabric selection. You'll always achieve good taste if you stick to the "rule of three": one floral, one stripe, one plain color for your decorative fabrics. You don't have to use all three, but never *more* than three!

**WINDOW TREATMENTS.** Keep your curtains and draperies simple yet effective. Over-dressed windows are as unattractive as over-dressed people. For most rooms, straight pinch-pleated draperies which pull across the windows are in the best of taste. They may be used over venetian blinds, straight glass curtains, ruffled tie-backs, with or without window shades. Draperies and glass curtains should always be sill or floor length, never in-between. Treat groups of windows in a bay or wall as a single unit.

**VALANCES.** Should be used, even with ruffled curtains, to give a finished, professional touch. May be painted wood or composition; box pleats; full, deep ruffles; fabric-covered shapes. In any case, they should repeat a color or fabric used in the room, or match the draperies, whichever you choose.



3





# and decorative fabrics



4

Better Homes and Gardens—Kodachrome, Maynard Parker

**CAMOUFLAGE.** Windows may be widened by using longer valances, extending draperies on either side. For an effective mass of color or design, carry draperies across entire wall. To make windows look higher, hang deep valance above windows. To shorten tall windows, use deep valances and hang them from tops of window frames.

**SLIP COVERS.** Make good sense in decorating. They can unify an assortment of upholstered pieces, change the period of a nondescript chair or sofa, hide awkward legs and upholstery colors that don't fit your scheme; provide frequent and inexpensive changes; can be cleaned whenever necessary.

## PHOTOGRAPHS

1. Frivolous yet practical bedroom for the bobby-soxers in your family. Note clever use of gingham and crisp colors, bed and furniture arrangement.
2. Excellent color balance in floors, walls and fabric. The cornice detail over the windows is well done.
3. Simple, dramatic use of pattern and plain fabrics in a modern scheme. Built-in fire screen controls flying sparks; fireplace can be closed when not in use.
4. Subtle use of color and fabrics, with very little pattern, creates a restful atmosphere in this lovely Victorian bedroom.







Maynard Parker

No one, least of all architects and interior decorators, gets into a stew over "authentic periods" these days. They borrow the good details, and ignore the rest. Good taste, comfort and livability are the chief aims of contemporary designers . . . Can you use antiques in a modern house? Certainly, if they're simple, functional pieces. Can you mix periods? By all means; just take care to combine furnishings

## **FASHION FACTS ABOUT** periods . . .

with the same general feeling. You'd never mix fussy French with American colonial; but French provincial and American colonial hobnob like brothers. Can you have a modern room (a bedroom, say) in a colonial house? And why not? Simple modern furniture and color schemes will be quite at home. . . . The lovely, livable room above is Early American in feeling, but combines several periods, including modern color treatment, to achieve its great charm.





You should have a sound, logical reason for everything you do in decorating! Hit-or-miss furniture groupings and cluttered rooms are the result of insufficient thought and planning. If guests wander aimlessly trying to find a place to light . . . if you don't have a comfortable corner for reading . . . if you keep your furniture on the move, trying out different arrangements . . . something is wrong. Let's analyze the situation to see how furniture selection and arrangement can make a good decorating scheme click.

**SCALE.** If your rooms are moderate in size, your ceiling-height average or low, your furniture should be scaled in proportion. One massive, over-weight sofa or heavy, domineering piece of furniture can throw a small room completely out of kilter. On the other hand, spindly furniture in a large space makes the whole effect seem niggling. Keep your pieces related in size to the room and to each other.

**BALANCE.** Of course you've seen rooms where all the furniture seemed to have skidded in one direction! To keep a decorating scheme on an even keel, the simple principle of balance comes into the picture. If you use a sofa at one side of your fireplace, you'll need two lighter-weight chairs with a table between them to achieve proper balance on the other side. If a large break-front dominates one end of the room, use a chest, two side chairs and a mirror or picture grouping to hold down the opposite end. In other words, balance a weight or mass with a *group* of pieces which will give the same general effect to the eye. Keep your "masses" evenly distributed in your room.

**BUILT-INS.** Modern housing principles include built-ins as a matter of course. Even in modernizing, you can take full advantage of these practical features, which eliminate considerable furniture, utilize wall space, give more actual floor area to the room, and create interior architectural interest.

**OLD FURNITURE.** Removing or cutting down legs or bases, eliminating gee-gaws and applying paint will often change a piece of furniture so you'd never know it. Still usable but unsightly chairs and sofas can be completely rejuvenated with slip covers. (Remember that solid colors usually increase apparent size; an all-over pattern disguises bad lines.)

**NEW FURNITURE.** *Go slow!* Better to buy a few pieces of good quality than a lot you'll have to replace later. Get several essential pieces, settle them comfortably, then add to them as you find what you want.

**GROUPING FURNITURE.** Three considerations must govern your furniture arrangement in each room: (1) activities conducted therein; (2) comfort and convenience; (3) effectiveness. Remember the day when furniture squatted primly around the walls, with large pieces set "catty-cornered?" Contemporary decorating now plans a grouping for each activity. For example, your living room should include one or more conversation groups; a comfortable place for reading, and listening to the radio; a place to write; perhaps a

#### **RESOLVE:**

- that every room in your house shall have personality and character.
- never to let your decorating ideas cramp your family's ideas of comfort.
- to have a complete decorating scheme for the whole house, and stick to it.
- to be intelligent, conservative, deliberate in selecting your large, important items.
- to use too little rather than too much, if you're not quite sure.
- to make your new home, furnishings and backgrounds more joyously colorful and sparkling than any you've had before!

## furniture . . . room arrangement

piano grouping or a permanent table and chairs for bridge or backgammon. Always pick a point of interest for one of your major groupings: a fireplace, bay, picture window or group of corner windows. Sectional upholstered pieces which form corners cost no more than individual chairs, and are extremely effective. Cleverly designed units of drawers, bookcases, shelves and cupboards for all kinds of rooms can be combined and finished in scores of different ways.



## FASHION FACTS ABOUT

# accessories

Accessories are the frosting on a cake . . . the ice-cream in a soda . . . the cherry in a Manhattan. Don't underestimate their importance nor allow them to be dull; inexpensive—yes . . . uninteresting—never! Here's where you usually pick up that all-important accent color we mentioned previously. And here your own personality pops out as surely as though you'd signed your name to your decorating scheme.

**LAMPS.** Keep them in scale and harmony with other pieces in the group. Try to maintain an even eye level (lamp-on-table same height as top of floor lamp) so lighting won't be spotty. In a small room, use identical lamp shades, varying size according to the lamp. Plan a lamp for each furniture grouping.



Above—Accessories, furniture and color scheme all blend in perfect harmony. What a nice window!

**MIRRORS, PICTURES.** Use mirrors to enlarge a room, or reflect light. *Don't* use a mirror over a high fireplace mantel, or alone on a wall . . . Select your pictures in keeping with your decorative scheme, hang them to coordinate or accent furniture arrangement. A series or group of pictures is usually more interesting than a single unit, unless the latter is large and very important.

**BRIC A BRAC.** Figures, bowls, plates, bits of old brass, copper, glass, pewter should be used with restraint and reason. If an object serves a practical purpose or provides a needed color accent—good. It's fun to think up new uses for old objects. Wall brackets, hanging shelves, or window shelves are nice ideas for accessories.

**PLANTS.** By all means on shelves, brackets, mantels, in windows, on large tables. Have the containers unusual, interesting.

**HOBBIES.** Make them part of your decorating scheme. Frame photographs alike and use in series, or under one large sheet of glass . . . nice along a hallway, over a sofa. Collections are interesting possibilities. Small items, like buttons or miniatures, can be arranged in a table with a box top and heavy glass cover.

Left—Looks simple, doesn't it? Skillful use of color and accessories does the trick. Note how a series of three prints pulls the whole group together.





**NEW WING**

**NEW BATH**

**NEW FLOORS**

**NEW RECREATION ROOM**

**NEW ROOF**

**NEW BOOKSHELVES**

**NEW SIDING**

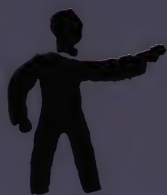
**NEW STORAGE SPACE**

**NEW KITCHEN**

**NEW ENTRANCE**

**NEW PORCH**

**"news" for old homes**



**LIVING  
ROOM  
15' x 20'**







**IS YOUR HOUSE WORTH**

# modernizing?

If you own, or are considering the purchase of an old house, modernizing is probably the first thought that pops into your mind. To many families, an old house has a very special charm, a warm lived-in feeling. It offers a challenge to your imagination and ingenuity which out-weighs all new-house advantages. But hold everything! If you contemplate modernizing, you must be sure you have a sound basis for alterations. Have the structure of your house investigated by a thoroughly competent architect or contractor before you make any definite plans. Foundation and bearing walls must be sound, or you're heading for certain trouble. Consult your local banker, real estate man, material dealer . . . in their opinion, will the actual value of the property be increased sufficiently to warrant the expenditure? Labor is the chief expense in modernizing—you have to tear out before you can build in. Because of this "hidden labor" cost, remodeling comes high. So make sure you have expert help in planning even apparently simple alterations. Often you can work out your whole modernization program in detail, then execute it step by step as your budget and endurance dictate, until you reach your goal.

**assuming  
your house  
is worth  
modernizing,  
better  
check up  
on these  
details**

**Are you working by guess-and-by-golly, or do you have  
a complete, over-all plan?** .....

**Can you handle the expense from your income and savings, or  
do you need financing? (See article on financing, page 72)** .....

**Have you had all present structure checked carefully to  
determine its permanence, and whether it needs repairs?** .....

**Are your electric wiring, heating equipment, water supply capable  
of carrying increased loads?** .....

**Does your local building code permit you to make the changes you plan?** .....

**Are you locating new plumbing and heating near the walls which  
contain existing installations, to cut down expense?** .....

**Have you planned plenty of closets and storage?** .....

**Have you worked out a budget which includes the new decorating  
and furnishings you'll require?** .....





**BEFORE**

# 2 OLD HOUSES

If you own or buy a large old house containing more rooms than your family actually requires, there's a good possibility that you can easily obtain, with a few well-planned changes, pleasant living quarters for a desirable tenant which will pay a substantial return on your original investment. Two major considerations

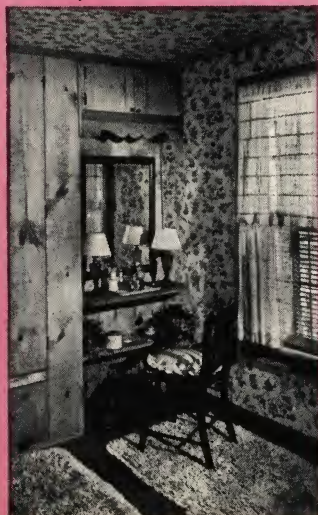
## ***This house became a duplex***

An old two-story house with a large one-story service wing, typical of thousands throughout the country, has been transformed aesthetically and economically to give each of two families a delightful modern home. One home was made from the two-story portion, containing living room, dining room, kitchen, two bedrooms and bath. The old front porch was replaced with an attached one-story garage and covered entrance, bringing the house closer to the ground by emphasizing horizontal lines. The second complete home makes full use of the over-size rooms in the one-story service wing, which now comprises a living-dining room, kitchen, bedroom and bath. Adding a new screened porch on the far side makes this unit complete. Notice that the original roof lines, window and door openings remain practically unchanged. Shutters and a smart paint job have rejuvenated the exterior.



**AFTER**

Formerly kitchen, now bedroom



Combination living-dining room in one-story wing





# + modernizing = 4 new homes

should guide you in doing an economical job: (1) make sure your basic house structure is sound and true; (2) keep all your wall changes to a minimum. The workable ideas and sound, economical planning incorporated in the two houses illustrated may inspire you to start your own personal project to relieve the housing shortage.

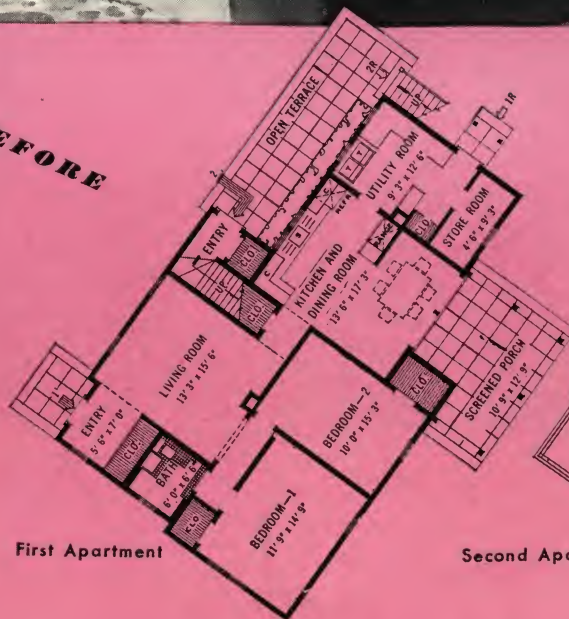
## ***This house became 2 apartments***

This old ten-room house was built for a large family, with five bedrooms on the second floor placed directly above the five rooms on the first floor. The main problem, then, was to gain bathrooms, also a kitchen and private entrance for the upstairs apartment. The second floor stairway originally opened off the first floor living room. By reversing the two lower risers, the second-floor exterior entrance was obtained. The former first floor entrance became a bath, with the entrance at the side. By eliminating a former partition and walling off part of a large bedroom to provide a bath, the second-floor apartment practically duplicated the first floor. Adding an open rear stairway gives both families complete privacy. The old wooden exterior was re-sided with U.S.-G Glatex siding and re-roofed with U.S.-G asphalt shingles.

**AFTER**



**BEFORE**



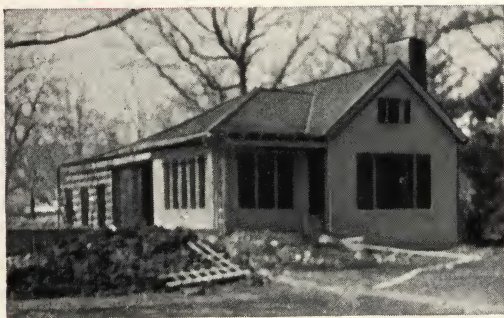
First Apartment



Second Apartment



**BEFORE**



This one-story, three-room cottage with a screened porch formed the nucleus of a final U-shaped plan which serves the needs of the owners perfectly. The original rear bedroom, bath and screened porch were left as is, while the kitchen was modernized with new equipment and cabinets. The former living room became a new master bedroom. The house was then extended across the front to house the new entrance, dining and living room. A separate bedroom and bath were built to house guests. This final addition created a private patio overlooking the gardens to the rear. Simplified roof lines and a new exterior stucco finish completed the metamorphosis.

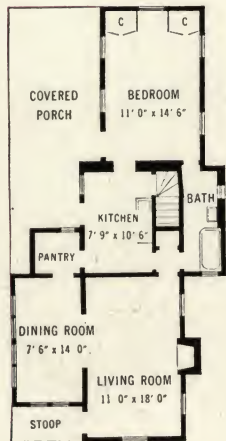
ment and cabinets. The former living room became a new master bedroom. The house was then extended across the front to house the new entrance, dining and living room. A separate bedroom and bath were built to house guests. This final addition created a private patio overlooking the gardens to the rear. Simplified roof lines and a new exterior stucco finish completed the metamorphosis.

**Your house**

**can be**

**beautiful**

**AFTER**



**BEFORE**

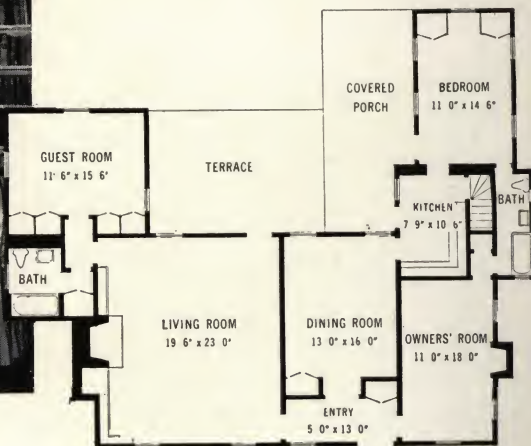
Edward Humrich,  
Architect for the remodeling



Good planning made possible this lovely, private outdoor living room.



A warm hospitality radiates from this new living room, with its book-lined walls.



**AFTER**



... but, like personal beauty, it must be more than skin deep to be a joy forever! If your home is outgrown, outmoded or ugly, but precious to you because of its surroundings and associations, do something about it! Get competent help in planning ... work out a long-range program ... and follow through. Many others have, with thrilling success.

**BEFORE**

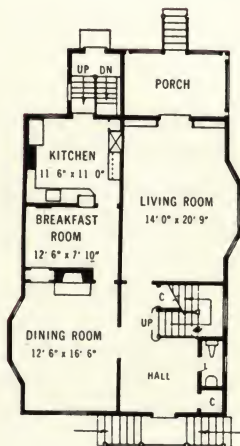
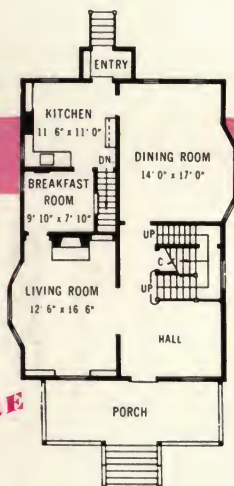


Simplification is the best approach in modernization, for interior arrangements as well as exterior appearance. The second floor of this house, with four well-planned bedrooms and two baths, was left unchanged. The alterations on the first floor centered about inter-

changing the use of the living and dining rooms.

Simplification of the old stairways and removal of the outmoded front porch gave more room and light within. A new porch was properly located to the rear overlooking the garden. With the addition of shutters and a new inviting entrance, this house gained simple exterior dignity and beauty ... without major changes in the old architecture.

**BEFORE**



**AFTER**



Two-way service between kitchen and breakfast room is achieved in this clever cupboard arrangement.

Below: Once the old dining room, simple architectural changes created this pleasant, gracious room for living.



**AFTER**



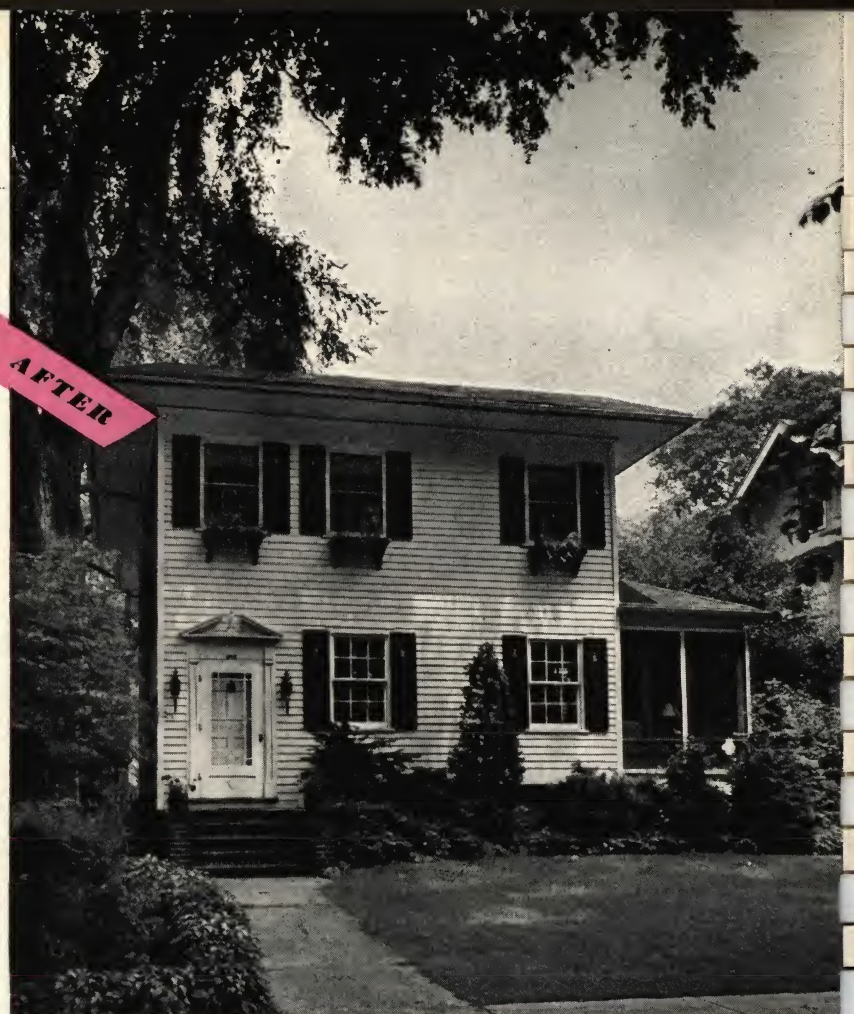
L. Morgan Yost,  
Architect for the remodeling





BEFORE

AFTER



American Home

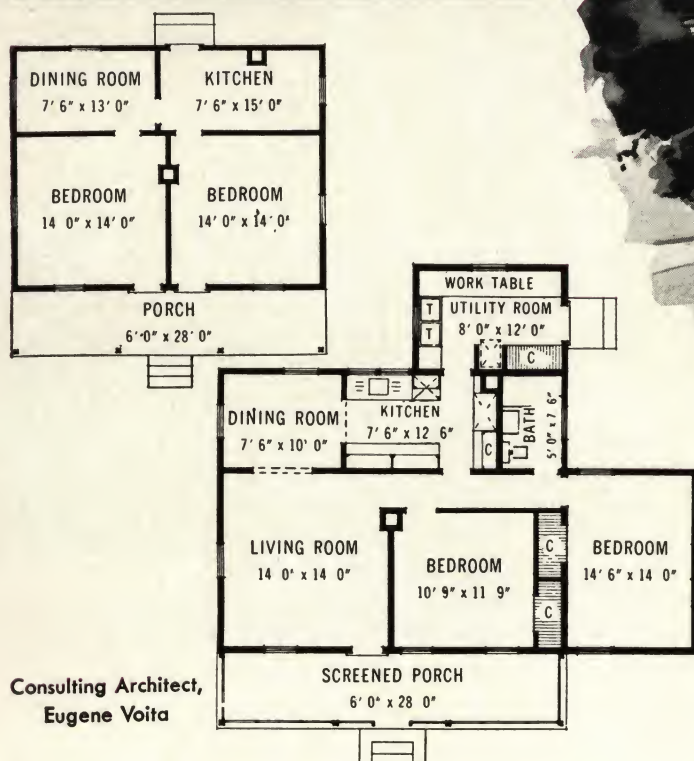
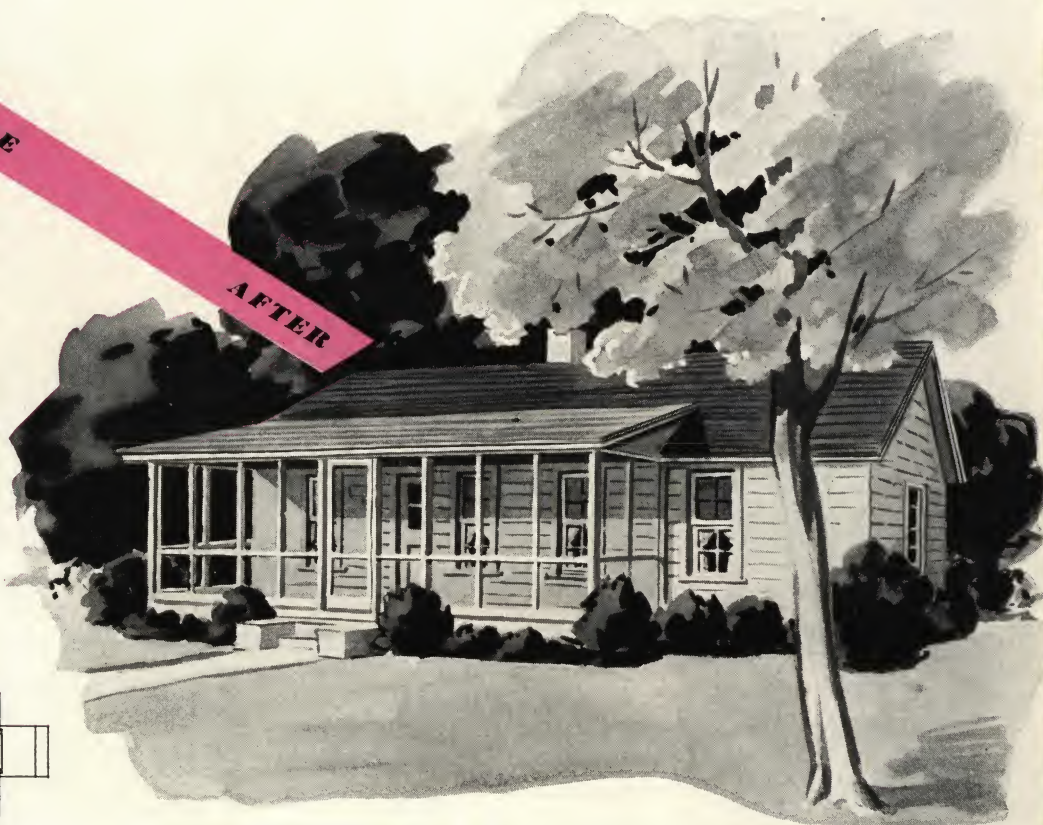
this 75-year-old house took a new lease on life when the antiquated U-shaped front porch was removed and the two sides of the house were extended to the front wall line. By squaring up the old house in this way much valuable room was gained for efficient use on the first and second floors.

This simplification, coupled with a handsome new entrance, new windows and good painting, created an attractive, comfortable home from an old relic that at first glance seems an impossible, outmoded, old "dud."



BEFORE

AFTER



Consulting Architect,  
Eugene Voita

be it ever so humble . . . this dreary little shack, so typical of hundreds built in small towns and rural communities, needs only some indoor plumbing and a chance to expand! First, plumbing was installed in the original unit with slight revisions of the rear portion. Second, an addition was made for another bedroom, and last of all came the addition housing the utility room. A wider opening between living and dining rooms makes the living area more spacious.





Consulting Architect,  
Eugene Voita



**face-lifting** . . . this ugly little orphan, with good structure and plan, had a bad beginning with a front wall of badly proportioned windows and an awkward side entrance.

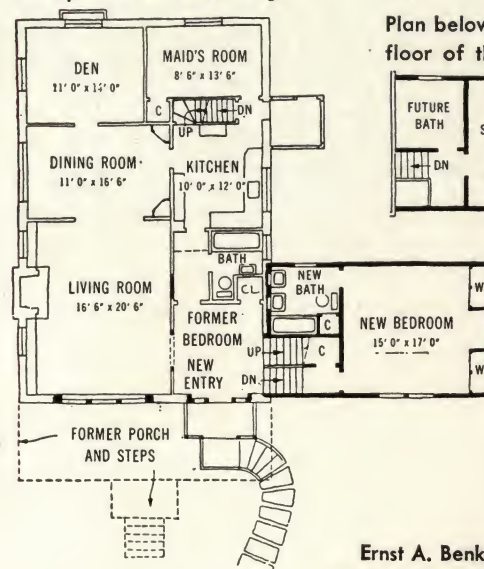
By closing up two windows, and using the space formerly occupied by the three center windows for one large living room picture window, with exterior flower box below, the "face lifting" was begun. A wider porch of concrete was constructed to the side with a gradual approach of stairs, and the original roof and front wall lines of the house were extended to form the new covering for the porch. Presto—its original builder wouldn't know it now!



**this little cottage** had its porch taken off; and a split-level side addition created two extra rooms, with two baths economically located in relation to the original house plumbing. The former small front bedroom made an ample, inviting entry, so well related to the other rooms that a new house could not boast of better planning. Deft landscaping and nice foundation planting make the split-level wing seem an integral part of the original architecture.



Floor plan after remodeling



Plan below is the second floor of the new wing.

Ernst A. Benkert,  
Architect for remodeling





**AFTER**

In remodeling the south end, radiators acquired an attractive cover that unifies the end of the room; windows were curtained to minimize their defects; the ceiling was leveled with Sheetrock wallboard.



**BEFORE**

South end of the living room, before remodeling, was marred by unsightly radiators, ill-proportioned windows, ceiling beams with no structural purpose.



**This room  
went into  
hiding!**

One look at this room, and you'd probably say:

"Hopeless, isn't it?" Too many windows and radiators, heavy ceiling beams with no structural purpose, an ugly fireplace wall—outmoded, unlvely, unloved. The serious defects went into hiding under Sheetrock gypsum wallboard, Texolite paint, new draperies and decorative yet simple radiator covers.

New carpeting, slip covers, accessories did their bit. Now a family headache has become a family's pride!



**AFTER**

The big difference comes in the north end of the room. The useless fireplace windows are covered. Handsome bookcases replace shelves. The outmoded fireplace is redesigned and given a marbleized facing edged with metal. The mantel indentation becomes a shadow box with concealed lighting.



**BEFORE**

Very typical is this old fireplace view with leaded glass windows on each side, homely old matched lumber bookcases, heavy brick face with curved opening, and mantel indentation. Note ceiling obstructions which were removed.



A facade of Sheetrock gypsum wallboard changed the entire fireplace. Note how little structural revision has been necessary.



Built-ins score in a bedroom, leaving valuable floor-space for creating a nice living area. Drawers, wardrobe and dressing table disappear behind flush panel doors. Above, a row of small windows with draw curtains gives an extra dividend of light. Note the beds planned for daytime lounging, and the large mirror to create a nice feeling of space.

***Build in...***

***for beauty and convenience***

Dining room storage problems disappear where an entire wall is lined with drawers and cupboards. Linens, table silver, dishes, electric appliances are readily stowed away, right at the point of use. Can you imagine a more perfect counter arrangement for serving a buffet supper?



Create a new center of interest in a dull room by spot-lighting an important piece of furniture in a made-to-order niche. These built-in bookcases are simple to construct, have great decorative value. You might use a series of prints over the sofa; paint the alcove to contrast with the other walls; or use a patterned wallpaper, with a plain slip cover for the sofa.



A bay window can become a cheerful breakfast nook if seats are built in around a small table. Hinged tops lift up to disclose roomy storage compartments; curtaining is clever.



## *top-drawer suggestions for modernizing your* **CLOSETS ...**



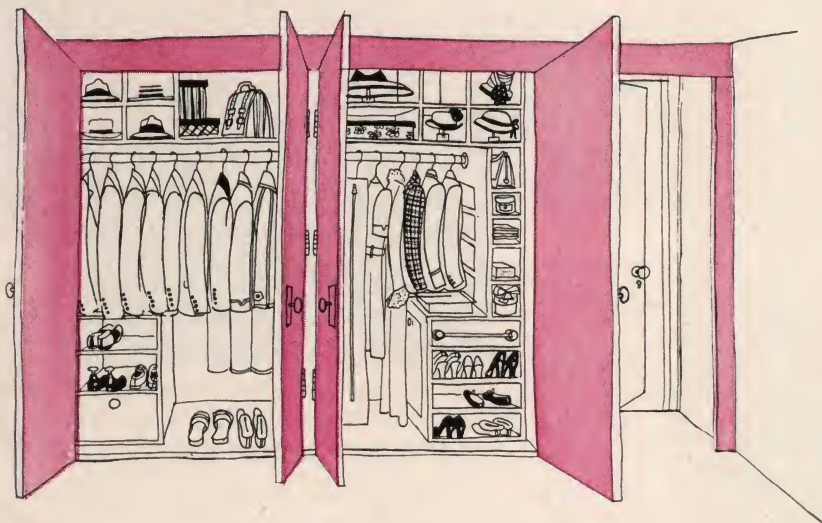
Built-ins can be real build-up for the room. Flush-panel closets and simple dressing-table, plus good decorating, solve many a problem in modernizing an old bedroom.



For the most valuable collection in the house—your own home movies—a special business-like closet files film, keeps all equipment handy and safe. Could be a record closet!



Here's a dressing table with an unexpected dividend of compact built-in storage space. Drawers, lots of them, with cupboards, a heavy glass shelf and full length mirror.



Most husbands settle on sight for the His-and-Her closet—if only to make sure they'll get half the new space! It divides in the center and is cleverly organized on either side for masculine and feminine clothes storage needs, with extra compartments for shoes and hats.



You can utilize unprofitable space in a back entry, kitchen, pantry, service hall for a built-in cleaning closet that will save you infinite time and extra steps. Everything has its own place. Note the "poison" cupboard for germicides, ammonia, etc.



# KITCHEN *and* BATHROOM

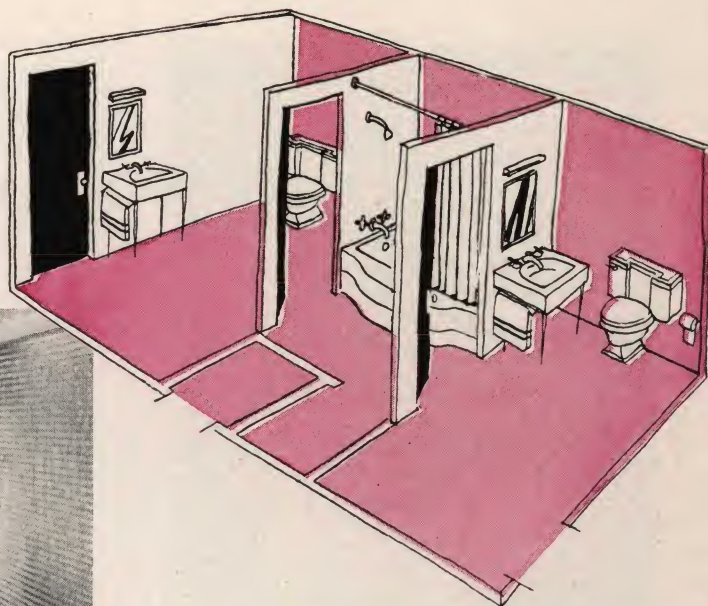
St. Charles Mfg. Co.



Easy to work at, easy to look at, this unit with continuous counter is simple to install. It organizes the kitchen like an executive, groups sink and range in one unit, provides more work surface, uses every bit of waste space.



Even a leggy old-fashioned tub can have a modern future. Enclose it in wall-board and extend the transformation to include a handsome corner chest for bath supplies. Big towel rack is handy.



Divide that big old-fashioned bathroom with new walls—and the whole family gets an early start on the day. The new square tub has adequate length diagonally. A lavatory and a toilet equip each of the separate rooms on either side of bath.



The country kitchen just as you want it to be, even to its brick fireplace for cooking. Modern convenience only adds to its charm. It can include all the storage cabinets you need, in waxed natural wood.



Organize your bathroom for double duty! Two lavatories under a big mirror permit his shaving and your tooth-brushing to go on happily at the same moment. A chest beside each lavatory and a good-looking radiator enclosure add convenience.





A single wood stowaway bed with its stowaway shelves, tucked under the insulated eaves of this roof, shows how a boy's "junk" can be handy, decorative, and neat.



"A place for everything and everything in its place" is a perfect description of this can cupboard. Give that "back entry" room an efficient job to do. When the door is closed . . . who knows?

## DO YOU NEED



Two can sleep in the space of one and have separate wardrobes at head and foot, making everything trim and neat—a space-saver hard to beat! Built-in reading lights and blanket drawers are smart ideas.

Maynard Parker



Who cares if they have to go to the basement to read and dream of far-away places, as long as it is always thoroughly dry, and as homey as this? Planned from a masculine viewpoint, it could have a tidy built-in bar at one end.



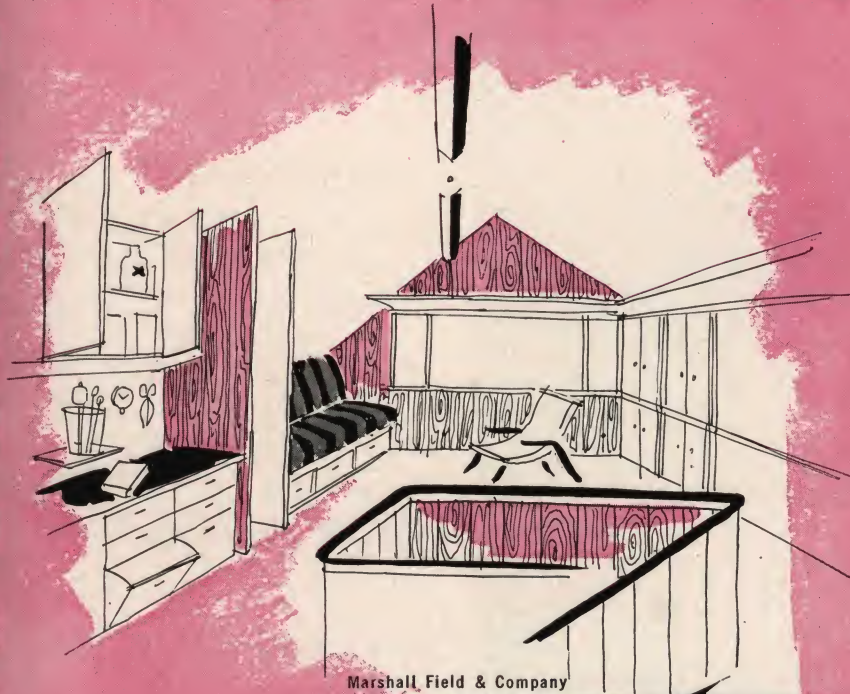
What better use could be made of this odd shaped closet? After all, clothes aren't all you need to store away! The counter-top of the cupboards has a liquid-proof surface for drink-mixing.





When extra company arrives, you can seat them all across the windows . . . in comfort. If some decide to stay for the night, these clever box spring seats, doubling as beds, will do the perfect job!

## AN EXTRA ROOM?



Marshall Field & Company

Maybe you do need an extra room . . . or, more likely, bright ideas on how to make more effective use of the space you already have. These practical suggestions will start you surveying your space-wasting corners with an eye to increasing their usefulness. Perhaps you've several "extra rooms" just waiting to be discovered!

With proper insulation, light and air, what family wouldn't revel in this simply constructed all-purpose room? It extends the full length of the attic; and please meditate upon the storage space in those cupboards under the eaves!



What an idea to use the old Victorian pieces Grandma left in the attic by creating an attractive sewing room there! Dusty pink walls, wide wallpaper borders, an old commode painted white and pink and white gingham chairs are right in key.



Carson Pirie Scott & Company

"Boxing in" basement appendages can be accomplished with rough lumber, creating interesting usable space by a lot of thought and little money! Whitewash, gay paint and amusing furnishings made over from cast-offs do the decorating trick.

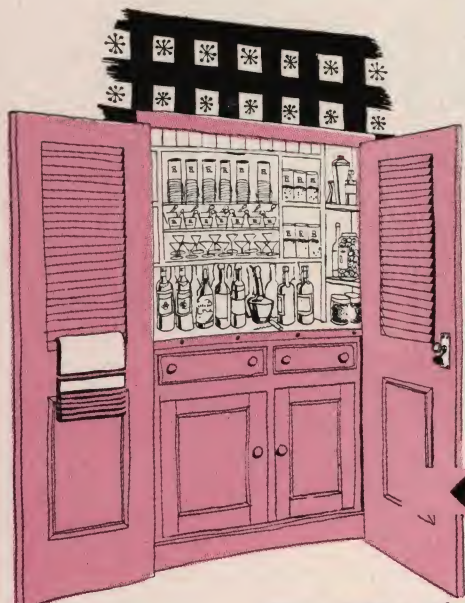




# Are you

**YOUR BEDROOM?**

Change your bedroom into a living room! Make the bed inviting for daytime lounging, use a chest instead of an ordinary dresser, add a brisk decorating scheme, upholstered chairs and a desk. Keen idea for doing over an uninviting guest room!



Above: Build a refreshment bar that's a big surprise, hidden behind louvered doors. Plot space for everything; paint interior a festive color, pick gay accessories.

Right: Create a simple wall setting that will be an attention-stopper. To glamorize a dinky window, make a new frame of wallboard, covered with gay floral print and edged with thick white moss fringe. Add frothy curtains, a group of gay prints, two or three small pieces of furniture.



**YOUR OLD PANTRY?**

**YOUR HALL WINDOW?**



Trade a too-fancy mantel for the simple fireplace you want by giving it a new gypsum lath (Rocklath) facing; then add plaster and a plain shelf, and accessories.

**YOUR FIREPLACE?**



**YOUR DARK ENTRANCE?**

At this welcoming entrance, shelves sun themselves in a frame of gay fabric. New louvered doors, walls and ceiling of Weatherwood insulation will change an old room completely.



# bored with...

## YOUR BREAKFAST ROOM?



American Home

Rustle up a series of sprightly prints; mount them on fibreboard to give depth. Give the table a bright coverall, with little French curtains to match. Add puffy seats and slip covers to old ice-cream parlor chairs. It's a nice spot, too, for afternoon tea.



## YOUR LACK OF BOOKSHELVES?

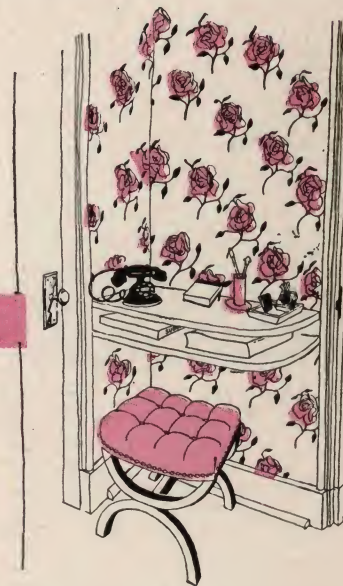
## YOUR DRESSING TABLE?



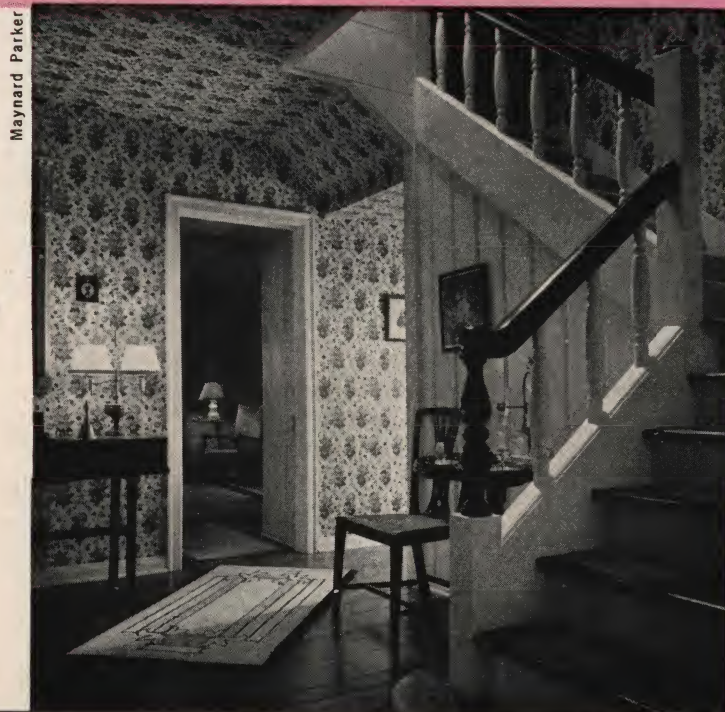
Above: Bookshelves can be decorative in any room. Here they sweep the whole width and height of a fireplace wall.

Left: Use a beautiful fabric, not for a dressing table skirt this time, but applied all over the table, the cornice and wall. A sheet of glass saves the table top.

## YOUR TELEPHONE CORNER?



## YOUR FRONT HALL?



Maynard Parker

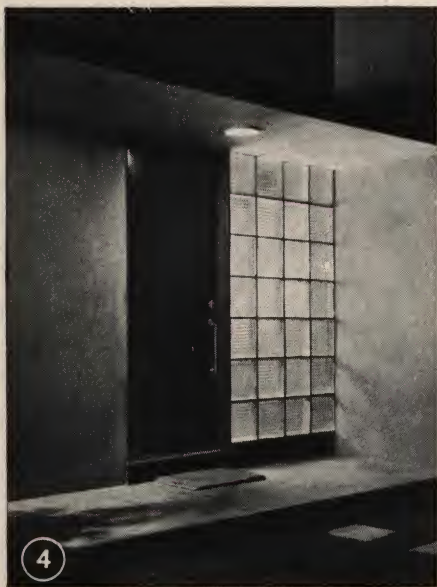
Above: If your telephone corner's a bore, it's probably because it is neither handsome nor handy. This simple idea makes it both.

Left: No hall story is dull when a good wallpaper takes over. But the panelled wall is needed for a change of pace.



***Do you need***

***a new ENTRANCE?***



Your entrance is the builder-upper for the hospitality within—so make it sing out a warm “WELCOME!” Good design and detailing are vitally important, also good planting with an accent of bright color. Remember, too, that screen and storm doors should be designed to harmonize. These enchanting entrances offer many “do-likewise” ideas.

1. Here's pleasure to the eye—welcome to the heart! Easy brick steps climb a dry-wall terrace bright with green and potted plants. The low roof shelters a doorway flanked by shuttered panels and antique lanterns. 2. A dooryard garden with an interesting fence will glamorize the plainest entrance. 3. Double doors offer a new approach, as well as unusual privacy. Note the red geraniums in white tubs. 4. Light from within warms the welcome of a serenely modern doorway. 5. Gentle arches across a wide porch are gracious and inviting. 6. Wonderful hand-wrought iron hinges distinguish this door. There's extra charm in the curving brick walk and peaked wood gate. 7. The oak motif on the pediment is repeated atop the fine door posts. Beautiful paneling distinguishes the door, deep set in the old brick walls.



**important men**  
**in your life!**









# who CAN help YOU

build or improve your home

Once you've reached the important decision to build or modernize, your chief aim is to get the best possible job for the money you have to spend. High quality house construction depends on two main factors: skill and materials. And without skill, the best materials have little value. Therefore, your local lumber and material dealer has a big stake in your housing venture. He's a permanent, responsible member of the community, with an important reputation to be maintained. Since he furnishes the tangible elements that go into your house, he must make sure that these elements are put together with skill, or he'll get a kickback the minute something goes wrong. He's as interested as you are in seeing that you get a top-notch job. So he's a "Red Book" of information on the best men to handle your building, modernizing, repairing, financing. You can trust his judgment, because he knows his job. When you choose the men who are to work with you in building your house, get acquainted with them; ask questions and learn enough about each one's specialty so you understand what's going on and why. Give them your heartiest cooperation, expect theirs in return, and you'll have every chance of success in your personal housing program!

**read the  
next three  
pages  
before you  
tackle  
these  
questions**

*Are you sure you have a sound, practical financing plan thoroughly suited to your present and future income? .....*

*Have you discussed the selection of your architect, contractor, sub-contractors with your material dealer? .....*

*Have you checked with clients for whom these individuals have completed jobs? .....*

*Do they carry adequate insurance to cover injury their workmen may sustain on your job? .....*

*Have you examined thoroughly and approved a complete set of drawings and specifications? .....*

*Do you have in writing the contract price for the various services you require, or the exact methods to be used in computing these prices? .....*



# these men will build your house

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## **M**aterial dealer

Your local lumber and building material dealer is the headquarters in your town for home building, home remodeling, home maintenance information and supplies. Most of the materials you'll use in your home are on display at his store. He can guide you to competent architectural and building counsel. He understands and coordinates all these factors. His time and experienced advice are yours for the asking, without obligation.



## **A**rchitect

The services of a professional architect are well worth the cost whether you are building or modernizing. The competent architect offers a blend of creative talent and knowledge of structure: He can save you money because he knows building cost, and can translate your ideas into practical, structurally sound design. He knows what practices are legal, according to your local building code. And his training in good taste and design will help you achieve a home of which you can be truly proud.

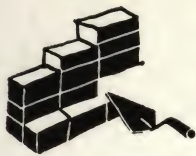


## **G**eneral contractor

Here's the top man in the actual construction process —the man who turns your blueprints into realities of home enjoyment. He coordinates and supervises the work of the various skilled craftsmen or subcontractors listed opposite. Some lumber dealers provide contracting service; others can recommend a reliable contractor or builder. For a simple modernizing job, or house repair, you may need to contact only the specialized craftsman who will do the actual work.



# Mason



The master of mortar and masonry. He builds and repairs substantial walls of brick, tile, cement block or stone, prepares and lays the concrete for driveways and sidewalks, foundations and walls; builds fireplaces and chimneys.

# Carpenter



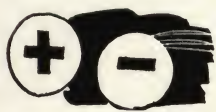
The mechanic in wood. He erects the framework, applies sheathing and siding other than brick or stone or stucco. He installs cabinets and trim. He lays floors and applies insulation and wallboard. He is the general repair man of the house.

# Roofer



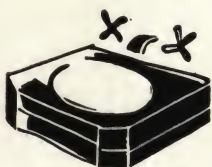
The specialist overhead. Roofing contractors do much of their business in re-roofing homes. Carpenters often do this work on new construction. Many lumber dealers also maintain a department for installing new roofs, re-roofing and repair.

# Electrician



He brings you the master servant of your home. He installs wiring safely and neatly; plans adequate capacity for present and future needs. For safety's sake you'll be wise to let a skilled electrician do all your electrical repair work.

# Plumber



The key to the convenience of modern bath and kitchen facilities. The master plumber routes running water to points of need throughout the house. His special tools and technical skill are required for plumbing repair and maintenance.

# Plasterer



The craftsman with a trowel. A trade of real skill which, with the use of good materials, can provide an unblemished wall and ceiling surface, a permanent base for paint or wallpaper.

# Painter



The craftsman of decorating. He does a skilled job of executing the decorating plan outlined by professional interior decorating talent or the home owner. For speed, for economy, for a neat, clean job, a professional painter is your man.

# Heating engineer



The weatherman of your home. Modern heating is a science, and problems of equipment installation, or heating and ventilating control are the special field of the heating engineer. He is indispensable in new building or modernizing.

# Decorator (this is probably you)



The artist of home interiors. Color schemes, room arrangements, furnishings to fit the family's needs and personality, require considerable study and attention to detail. Professional guidance is available through department stores and interior decorators.

# Landscape gardener



The exterior decorator of your home. Proper planting and lawn areas to suit your lot and architecture are vitally important. Professional planning and assistance, at least in the planting stages, are more than worth the additional cost.





# **F***inancing*

Acquiring a home quite possibly may be one of the most important financial transactions you'll make during your lifetime. Few families can pay for their home in full. Therefore, the deal involves not only your present, but your future savings, in the form of a loan from some financial source. If you are a good risk, lending agencies are as eager to lend you money as you are to borrow it. Select your bank, savings and loan company, life insurance or mortgage company with care, give them complete, realistic and conservative information about your present and future finances, and trust their advice and recommendations to the fullest degree.



Plan to spend somewhere between  $1\frac{1}{2}$  and 2 times your annual net income as the total cost of your house and lot.

Because it involves such a large sum, most families prefer to make a down payment on their home and pay the balance over a period of years.

Borrow from an institution—not an individual. You'll find it more permanent, better able to meet your needs over a long period, well-informed, efficient and sympathetic to your plans.

Before completing your financial arrangements, you'll have to purchase your land, complete your plans and specifications and acquire a tentative estimate of costs. But don't wait until then to talk over your problems with your lending agency! You'll find invaluable help for planning and investigating property values.

You have a choice of two general types of mortgages—straight term and amortizing.

The straight term mortgage generally runs for three to five years. When it falls due you either pay it off completely or apply for a renewal. A second mortgage (often necessary because the first provides only 50 or 60 per cent of the total) is usually costly.

The amortizing or "automatically reducing" mortgage provides for repayment at regular intervals during ten to fifteen years. As each monthly payment is made, the unpaid principal is reduced.

The FHA insures loans of this type for the family that needs an 80 to 90 per cent loan. Those who don't need this maximum financing may be able to arrange a loan that is more advantageous and does not have to meet FHA regulations.

A difference of one-half of one per cent in interest on a mortgage will amount to several hundred dollars in final cost.

Before you make a decision, investigate thoroughly each type of mortgage to see which offers you, personally, the most advantageous method of payment. A great deal depends on your own financial situation. It is much better to be conservative and safe about your future earning ability than overly-optimistic and sorry later.

Many incidental expenses, besides the cost of the actual house and lot, must be paid when building or buying a home. Make sure of all these expenses, so you won't be surprised by an unwelcome rabbit popping out of the hat!





**the BEST** is none too good!







# **HOW TO BUILD** well **AND EQUIP** wisely

So far, most of this book has been devoted to planning. This section buckles right down to the business of buying. You always get a better buy when you know what to ask for. Of course your house must have a roof, walls, heating equipment—but what kind? You can't (at least you shouldn't!) leave the choice of materials to your architect or contractor. You should ask questions, see samples, digest information . . . then make your own choice, guided by the knowledge of experts you have found reliable, interested, trustworthy. Your local material dealer will prove an invaluable mine of information and advice.

**ask these  
questions  
about all  
materials and  
equipment  
considered  
for your house**

**What's the chief selling point of this article: low price or good quality?** .....

**Is the product made by a reputable manufacturer?** .....

**Does your dealer, contractor or architect recommend its use for the purpose contemplated?** .....

**Is your local supplier willing to guarantee a satisfactory standard of performance?** .....

**What's the total of all costs involved—the item itself, accessories necessary for installation, labor?** .....

**How does the over-all expense compare with that of another product designed to accomplish the same purpose?** .....

**Have you talked with a satisfied user?** .....

**Have you investigated all the possibilities, to be sure you're getting the product best suited to your particular needs?** .....



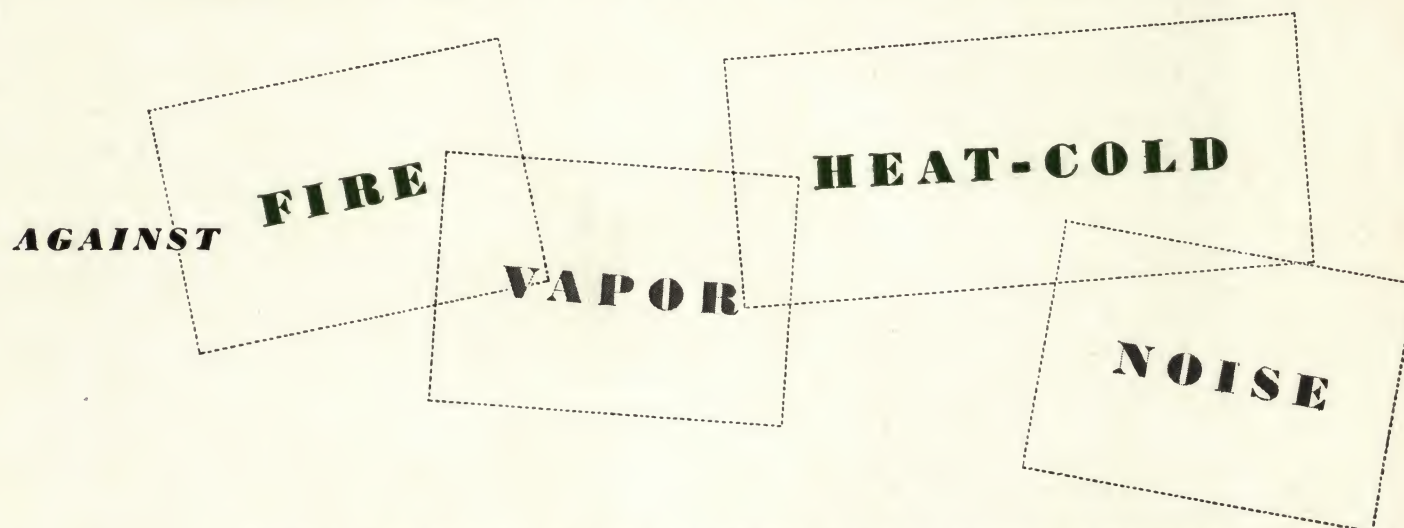


The 4 Protections never fail  
To make life calm for the harassed male.  
In spite of noise, fire, moisture, hail—  
The 4 Protections never fail!



# 4

## PROTECTIONS FOR YOUR HOME



Protection against fire, vapor, heat-cold, and noise must be built into the walls and ceilings of a home before the glamorous features are installed. Here is what these protections mean to you:



**Protection against fire.** Of course, no one intentionally builds to burn, and yet in the United States each year more than 400,000 homes catch fire. Worse than that, 7,000 people die by fire and twice as many more are injured annually. Fire protection can be built into your house easily and economically with Gypsum, a well-known mineral as old as time. Gypsum's most unique and valuable quality is its ability to resist the spread of fire. Gypsum fire protection can be built into your home in several ways. On the walls and ceilings, Gypsum products protect vulnerable framing wood members and tend to confine fire to the room where it originated, until help has an opportunity to arrive. Sheetrock wallboard is made of Gypsum. Plaster, plasterbase (Rocklath) or lath, sheathing and siding are available in Gypsum products.



**Protection against vapor.** As warm indoor air, heavily laden with moisture from everyday bathing, cooking, and breathing, meets the cold outside air during winter months, dew drops form in outside walls—just the way they do on a cold water glass on a hot summer day. Vapor condensation of this sort between the walls can seriously damage a house. To prevent this possibility a vapor barrier must be used on the warm side of the wall assembly. It may be a metal foil like that applied to the back of insulating Rocklath and insulating Sheetrock, or a vapor barrier paper like that on Red Top Blanket Insulating Wool.



**Protection against heat and cold.** The idea of filling the attic framing and outside walls of homes with insulation became popular just about twenty years ago. Now every prospective home owner wants to realize the savings in fuel, more uniform temperature winter and summer, reduced drafts, better health and increased comfort that come from proper insulation. Red Top insulation comes in several forms to fit various application needs.



**Protection against noise.** Today's hustle and bustle have increased the need for peace and quiet within our homes. Sounds should be muffled between rooms. Ceilings should be treated to soak up noise within rooms. Modern U.S.-G resilient wall suspension systems, Sabinite acoustical plaster and other sound-absorbing products help to solve these problems.



***FIRE!***

***FIRE!***

***FIRE!***

***FIRE!***

***FIRE!***

***FIRE!***

***FIRE!***

***FIRE!***



- *Every ninety seconds a fire starts in the United States*
- *Seven thousand lives are lost annually because of fire*
- *Three hundred million dollars worth of property is consumed by flame*
- *Four hundred thousand dwellings are attacked*

Probably you've watched in consternation as flames converted some comfortable home into a roaring furnace. It's an experience one doesn't forget. Fires start so easily. A cigarette rolls from a tray. A flickering candle flame reaches for a curtain or drapery. A carelessly discarded match ignites a waste basket. A connected electric iron is left on the board when the phone rings. A spark from a fireplace pops onto the rug. So easy to start—so hard to stop!

***Construction pointers for fire control.***

The best of residential construction cannot prevent the furnishings from burning. Intense heat from burning furniture can take lives and break through practically all construction safeguards, in time. But good construction can prevent some fires (such as result from improper wiring) and frequently delays the spread until help comes. Good construction can mean the difference between great and little loss.

Many walls have hollow spaces between the studs or framing members, which sometimes extend from cellar to attic. Fire, sweeping through these hollow places,



## **ALWAYS:**

1. Dump ashes from furnace into metal containers.
2. Keep paper and inflammable material away from furnace.
3. Keep furnace pipes and flues free of soot.
4. Equip fireplaces with screens.
5. Avoid forcing furnaces in cold weather.
6. Keep heating plant and pipes in good repair.
7. Use a non-inflammable liquid for cleaning, and keep it away from stoves, pilot lights and cigarettes.
8. Keep cleaning and painting rags and mops in a tightly closed metal can.
9. Dispose of rubbish and trash.
10. Avoid bringing gasoline or benzine into the house.
11. Be careful about smoking habits—match disposal. Never smoke in bed. Have ash trays handy.
12. Replace all frayed electric cords.
13. Keep exposed cords short, calling electrician to install extra outlets in the wall.
14. Keep matches out of reach of children.
15. Turn off electrical appliances when not in use.
16. Have a couple of fire extinguishers in the house.



When the gypsum wallboard (Sheetrock) was removed from this fire-damaged ceiling, it was found that wood joists had been protected by the gypsum board long enough for the fire to be extinguished,



Pyrobar gypsum tile being erected as a wall around residence furnace room. Plaster is applied over tile.

may spread a small flame quickly to all parts of the house. Framework members that cross or interrupt these spaces between studs will help retard the spread of fire.

Many fires start in the basement, around the heating plant. Good construction provides that there be a basement ceiling, either of gypsum wallboard (Sheetrock) or gypsum or metal lath covered with gypsum plaster. In many modern houses, walls in the basement furnace room, or utility room in non-basement houses, are built of gypsum tile (Pyrobar) or other masonry construction.

### **Fire protection in exterior walls**

The walls of a house often are judged solely by their beauty. Yet their construction means much to the fire-safety of the dwelling. Gypsum products on these walls will retard the spread of fire.

*Sheetrock*—these big panels have repeatedly proved their worth in actual fires. Time and again they have retarded flames, and have meant the difference between great and little loss.

*Rocklath* (plaster base)—covered with gypsum plaster.

*Sheathing*—U.S.G. Sheathing, between framework and finish.

### **Other exterior safeguards**

Asbestos cement shingles for siding and roofs; asphalt will not spread embers or ignite from sparks.

### **Reducing the fire hazard**

1. Provide an 18-inch space around and above heating plant.
2. Ditto with stoves, plus a metal mat or cement base beneath them to protect wooden flooring from hot embers or radiated heat.
3. Cover furnaces with asbestos insulation.
4. Insulate all heating pipes where they cross through partitions.
5. Build chimneys solidly from the ground up with bricks laid on the broad side, with a flue lining of fire clay.
6. Inspect chimneys frequently for loose mortar or cracks.
7. Do not allow smoke pipes to pass through or near inflammable partitions or materials between furnace and chimney. Keep these smoke pipes in good repair.
8. Provide tight 2-inch doors to basement and furnace room.

### **Watch your wiring**

More than 70,000 fires in homes each year are electrical fires. The necessary precaution is installation of heavy enough wiring to carry the load, and adequate fuses to cut current supply when the load reaches the danger point. Wires carrying too heavy a load overheat and ignite framing members. All wires in walls should be in metal pipe conduits or flexible "BX" cable. Wiring, electrical installations and alterations are work for professionals who can deliver an Underwriters' certificate when the job is done.

### **Fire prevention is up to you!**

We've discussed numerous structural features which confine and discourage fire. However, actual fire *prevention* is a matter of human care and thoughtfulness in everyday living. No matter how fire-safe a house may be, it's filled with inflammable furnishings and objects. Carelessness can cause fire—so guard against it!



# Insulation

## GIVES YOU *comfort*

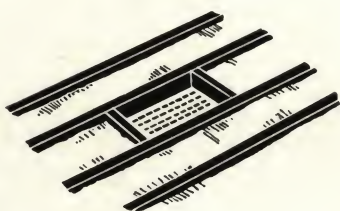
Bad. Heat waste through uninsulated roof melts snow.



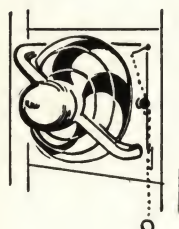
Good. Heat saved in insulated house warms your family instead of the roof.



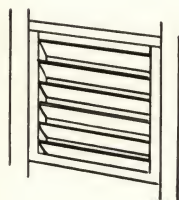
Opening ventilator in attic floor on summer nights, allows attic fan to draw hot air from living quarters.



Fan in one end of attic, above insulation, removes warm air, lowers temperature in attic considerably.



Louvers at opposite end of attic from fan facilitate effective ventilation.



At night fan draws hot air out of top of house, pulls cool air in downstairs windows. Fan should be of adequate size and speed.



Every home owner knows that insulation is a good thing. He has heard or read about how it keeps his house warm in winter, cool in summer; how it saves fuel; how it adds to the year-round comfort and protection of his family.

Whether you're building, buying or modernizing, *insulation* should now become an important word in your vocabulary. It is one of the most essential elements that can be put into your house. You should know how it will benefit *you*, the best kind or kinds to use in your type of construction, how each can be installed to do the most good. To know this, you must understand heat, and how it travels.

**Heat travels three ways.** *Conduction* is one: the handle of a spoon in a cup of hot coffee is warmed quickly by conduction. *Convection* is the second: the physical movement of air transfers heat. *Radiation* is the third: heat travels from the sun to warm the earth without warming the atmosphere between. The object of insulation is to retard heat as it enters or leaves a house in any one of these three ways. Most good insulating materials owe their efficiency to a fibrous structure surrounding a multitude of sealed voids containing dead or motionless air. (Read this definition again—it's important!)

**Where to insulate**—A rule-of-thumb is to insulate around those areas of the house which are heated. In existing houses, the attic portion is the first to be considered because the space is readily accessible. If the attic is unused, and is merely a storage space, the insulation should go in the floor of the attic. If there's a room in the attic, use the walls and ceiling of that room as a guide for insulation installation, not the roof lines.

In either case, there's an air space between the insulation and the roof of the house. This space will heat to oven-like temperatures from the sun's rays on the roof, unless it is adequately ventilated. The recommended system includes louvers at each end of the attic near the top, a ventilating fan at one end, and a grille opening through the attic floor into a hall or closet below. A switch downstairs for the fan, or automatic time switch, may be installed for convenience.

During the heat of the day, operate the attic fan to draw out warm air under the roof; but keep the attic floor ventilator closed. At night, open the attic floor ventilator, and use the attic fan to pull out the warm air in the rooms below. This warm air is then replaced by cool night air coming in the open windows. (See the fancy little diagram at the left!)



## AND *economy* . . .

**Insulating materials.** The materials available for home insulation can be classified in three groups.

**1. Structural insulation:** Insulating boards (such as Weatherwood) may perform one or more additional functions. They may serve as sheathing boards; act as a plaster base; or provide the decorative interior wall finish.

**2. Reflective insulation:** Consists of aluminum or other foil used alone or, more commonly, attached to the back of gypsum wallboard (Sheetrock), or plaster base (Rocklath). This material, known as Insulating Sheetrock or Insulating Rocklath retards inside heat from escaping through the surface. In addition, the foil provides an effective barrier to moisture.

**3. Fill-type insulation:** Includes materials installed between interior and exterior wall surfaces for the sole purpose of reducing heat flow.

USG Red Top *Insulating Wool*, a fill-type insulation, is a fluffy mineral wool. For this reason it does not burn. It is resilient and does not pack down. Because it is a mineral, it offers no sustenance to vermin. It never deteriorates.

**How insulation is supplied**—Red Top wool insulation comes in batts and granulated form. Both 2" and 3" batts are available in sizes 15" x 24", 15" x 48", 23" x 24" and 23" x 48" for 16" and 24" spacings. These Red Top batts are paper backed for *moisture resistance* and made with flanges which permit *ease and speed of application* in nailing or stapling. Both functions are typical of the highest quality installations. In addition, batts have a plastic binder that forms the fibers into a uniform mat that *stays put*.

Whether used in batt or granulated form, Red Top *Insulating Wool* provides extreme light weight with fire and moisture resistance in a mineral wool that offers top value for thermal insulation.

Here is efficiency and economy of time and costs!



You can sheathe and insulate at the same time with Weatherwood Sheathing, which supplies both insulation and structural strength. Goes on quickly and easily over wall framing.



Workman applies another batt of Red Top *Insulating Wool* on a new construction job. Notice how installation is speeded by flanges on the batt which are nailed or stapled to the supporting members (studs, joists and rafters).



# AND CEILINGS

## WALLS

*interior finish*



Sheetrock is gypsum wall-board which affords a surface as smooth as the one you see here; it's adaptable to painting or wallpaper.



Sheetrock can go on right over old walls and ceilings, as well as into new construction. Either way, you are assured of the same wonderful results.



Sheetrock Tileboard is ideal for kitchen or bath, adapted to new construction or remodeling and repair. Damaged plaster has been cut away, and space furred out before installation of Tileboard.

Seventy percent of what you see when you enter a room is walls and ceiling. As the artist is careful to lay on a background which complements but does not dominate his painting, so the home decorator must take special pains with walls and ceiling—the overall back-drop which gives cohesion and unity to a room.

All we see (or should see) about the walls is the flawless surface of appealing color or texture. Behind that beauty must be good materials and sound structure, if the beauty is to be enduring. Here you should rely on your architect, builder, material dealer for sound advice on the best interior finish to fit your special needs. Each room, each job should be sized up carefully, after you have determined the effect you wish to obtain.

**The framing.** Studs and joists form the base of walls and ceilings. Here, proper construction and good seasoned lumber are vitally important. Exterior walls (walls that are between you and the weather, rather than partitions between rooms) should have insulation between the studs for greater comfort and fuel savings. Ceilings beneath second floor rooms are subject to considerable vibration and strain from the traffic above. Here good



construction pays for itself over and over in the enjoyment of attractive ceilings and low upkeep.

**The finish.** Over the framing is applied the final finish, which you may decorate or leave in its natural state, according to what material you choose. Most widely used in many parts of the country is the highly satisfactory gypsum lath and plaster wall, which is a perfect background for paint or paper. U.S-G Rocklath and Red Top Plaster are highest quality materials for this purpose. Rocklath is a fireproof gypsum board plaster base, over which fireproof Red Top Gypsum Plaster is applied, providing nearly an inch of gypsum fire protection for the wood framing in your walls and ceiling. Over the gypsum plaster there will probably be a finish coat of lime. U.S-G Finish Limes give a smooth, flawless surface so necessary for a good paint job.

Where unusual strength and fire protection are needed, metal lath is used as a plaster base. Red Top Metal Lath plus Red Top Plaster provide a very strong fire-resistant wall and ceiling. Your contractor will advise you where these Red Top twins can or should be used.

**Dry walls.** In many types of houses and in many localities, fireproof gypsum wallboard—Sheetrock—is used

With special Perf-A-Tape the workman can seal the joints between Sheetrock panels so that they are not noticeable when painted.

for walls and ceilings. It's ideal material for those who prefer dry wall construction, as it affords the fire protection of gypsum, plus the desirable qualities sought in a wallboard.

Sheetrock with the Perf-A-Tape joint concealment system provides a durable wall for all types of decoration. Sheetrock comes in various thicknesses, suitable for new construction or remodeling.

**Woodgrained Sheetrock** finishes, famous for their beauty, provide a predecorated wall: when it's up, it's finished! The three types: knotty pine, bleached mahogany or walnut, are adaptable particularly for dens, libraries, recreation rooms, boys' rooms, halls—wherever the appearance of natural wood is desired.

**Insulation board products** are sometimes used for interior wall materials, as they provide structural strength, insulation and a base for gypsum plaster. In partitions (walls between rooms) the insulation value is unimportant unless one of the rooms is unheated.



Sheetrock is available in three simulated wood finishes: walnut, knotty pine or bleached mahogany. It has the fireproof qualities of gypsum wallboard and the beauty of natural wood paneling.



Plaster applied directly over Rocklath provides nearly an inch thickness of gypsum fire resistance. This method gives you walls of great permanence and beauty, ideal for decorating.



## STOP THAT NOISE!

Noise is a bad actor. It saps your energy . . . slows up your reactions . . . impairs your ability to work and think . . . makes you irritable. You'll want to keep noise in its place—not ricocheting around the room and building up to a din, or seeping through the walls to disturb other members of the family. When you are building or doing extensive remodeling, consider seriously the advantages of controlling noise in those quarters where it is most likely to occur: recreation rooms, bathrooms, kitchen, rooms where children play, a workshop within the house area. There are two kinds of noise: 1) air-borne sound reflected from walls within a room and 2) room-to-room structure-borne sound.

**Within a room.** Noise bounces back and forth when it strikes hard surfaces such as glass, hard flooring, wood paneling, plaster. Normal furnishings that have porous surfaces (rugs, draperies, upholstery) absorb sound waves, and usually keep noise at a comfortable level. Thus, corrective materials such as acoustical plaster (Sabinite) are most profitably used in rooms that have large areas of sound-reflecting surfaces without corresponding rug or fabric sound-absorbers. These special materials form a permanent part of the room structure and decoration. Sound waves enter their pores and are dissipated in infinitesimal amounts of heat. Sabinite "M" offers all the decorative advantages of plaster *plus* sound absorption, high light reflection and fire resistance.

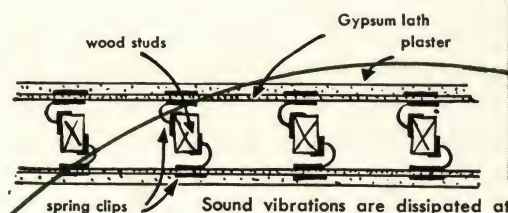
**Room to room.** Sound is transferred from one room to another right through the structure, which acts as a diaphragm. Pressure of sound waves in the air sets the wall vibrating, which in turn sets the air on the other side in motion. Presto—the noise has gone right through the partition, floor or ceiling, to annoy persons in other parts of the house. A practical solution is to lessen the transmission of sound waves from one wall surface to the other with the Rocklath Resilient Plastering System developed by the United States Gypsum Company, (illustrated), which lessens sound-shock much as the springs of your car absorb the shocks from road bumps. Remember, though, sound-insulation is no better than its weakest part. For instance, a flimsy door in an otherwise sound-proofed wall would ruin the entire sound-reducing effect.

Be sure that ventilating ducts and plumbing pipes are well wrapped with a cushioning material. Impact sound—walking, moving furniture, vibration—can be reduced by covering the surface where the impact occurs with rugs and rug cushions.

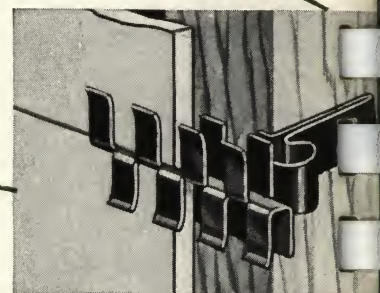
Many irritating noises can be reduced or eliminated at the source. Dripping faucets, pounding radiators, rattling windows can be corrected by the handy man of the house.



This workman is slipping Rocklath panels into Resilient Spring Clips. Complete wall is attached to studs only by these springs. Plaster is applied over Rocklath.



Sound vibrations are dissipated at the U-S-G Resilient Spring Clip instead of being carried through the studding.







## PAINT!

In the chapter on decorating, we've discussed selection and combination of colors, and how to use them successfully in your interior decorating schemes. Let's summarize here some of the why-what-and-how facts about painting that will help you achieve top-notch results.

**Why paint?** To protect and beautify. Wood must be painted (or otherwise finished) to seal the pores against moisture and decay. Metal is painted to prevent rust.

**What paint?** There are many good paints developed for every conceivable purpose and kind of material; a reliable painter or paint dealer knows which to recommend for each use. Paint is composed of three basic elements:

*pigment*, which is the color; *binder*, which holds the pigment together, and to the surface; and *thinner*, which keeps the paint at the desired consistency, and evaporates after application. Many fine paints are now thinned with water instead of turpentine or mineral spirits: don't confuse these modern water-thinned paints with calcimine or other surface-coating products of lesser permanence. Flat paints with a dull, velvety finish are best for walls and ceilings in living and sleeping areas. Gloss or semi-gloss paints or enamels are usually chosen for kitchens, bathrooms, children's rooms, or wherever a hard shiny, easily-cleaned surface is necessary.

**How to paint?** If you're doing the work yourself, see that you have the proper paint for the job—get high quality: cheap paint is money wasted; always prepare a clean surface; use a good brush.

Texolite paints (a U.S.-G product) are the kind of paints home-owners like to use themselves because they go on so easily and successfully. Texolite can be used over plaster, wallboard, wallpaper, other paint; flattens out immediately; has greater hiding power; covers more quickly because a larger brush can be used; has no unpleasant paint odor; its thinner is non-combustible.

*Imperial Texolite* is an oil resin washable paint. *Standard Texolite* is a casein paint. Both are available in a choice of colors that have been cited as the finest in the industry for variety and beauty.



Sabinite "M", a finish coat that offers the sweeping, jointless beauty of standard plaster, has been used with outstanding success for the ceiling of this beautiful modern living room. Sabinite has an unusually porous, sound-absorbing surface . . . application follows accepted methods for plastering . . . no other finish is required. The plaster walls display the smooth perfection of Texolite paint. Left: Workmen are applying the Sabinite ceiling shown in the finished room above.





The china-like surface of U.S.G. Glatex Asbestos Cement shingles gives them a pure whiteness which lasts. The wavy butt shingles shown, or the straight edge shingles make a beautiful siding job on new construction, or when used in a modernizing project.

The exterior walls of your house have two major functions: they must be strong . . . they should be beautiful. They must endure years of punishment under all kinds and conditions of weather, and must serve as a barrier between inside comfort and outside heat, cold or dampness.

Your exterior walls are composed normally of four elements: 1. *exterior finish*; 2. *sheathing material*, applied directly to the 3. *frame or studding*; 4. *insulation material* between the studs, and the interior wall, which we've already discussed.

## exterior walls



The frame or studding is the skeleton of your house. Over this frame is applied wood sheathing board, gypsum sheathing or insulation board sheathing.

Weatherwood Insulation Sheathing combines insulation with structural strength. Applied in large sheets, its erection goes rapidly. It is tongued-and-grooved to provide protection against wind infiltration and the seepage of dust and water.

Another new development is U-S-G Sheathing, termed the sheathing that "weathers all weather." It provides the recognized fire protection of gypsum in a strong, stable sheathing material that resists moisture and gives great structural strength to the house walls.

Over the sheathing is applied your exterior finish. In addition to the beauty and desirability of the exterior you choose, consider carefully its cost of application, suitability to its surroundings and the expense of maintenance.

Glatex Asbestos Cement Siding Shingles are especially attractive for exterior walls on the popular Cape Cod type of architecture. A recent development makes possible the application of these handsome fireproof shingles directly to U-S-G Sheathing by the U-S-G Speed Clinch Fastener.



Wood siding, Glatex shingles or brick (as shown) can be used with great success over U-S-G Sheathing, which has a fire-resistant gypsum core.



The steep-sloped gable roof is typical of New England; uses square, flat shingles.



The Dutch Colonial gambrel roofs fooled tax assessors: one-story was less than two!



# roofing



Hipped roofs are typical of Georgian or Colonial houses, but used with many styles; all 4 walls are same height.



Modern architects often use the shed or lean-to roof—the slope is relatively flat and the framing very simple.

Strictly contemporary, the flat roof allows construction economies; must be properly applied by a skilled roofer.



The latest development in U.S.G. asphalt shingles, being applied to the roof of a new home. They are equally suited to application over an old roof.

Your roof is one of the costly construction items in your building budget, and deserves careful consideration before you make a decision. Your first source of information should be your material dealer. He can advise you about the suitability of various materials for your climate and location, and give you a list of local installations of different types.

In selecting your roof, bear in mind these major points:

**1. Pitch of roof and design of house.** These are strong factors determining the kind of material you select.

**2. Durability** under local weather conditions.

**3. Color, texture and pattern.** Flashy designs and color effects will soon make your roof look "dated." Bear in mind you may want to change your exterior color or trim.

**4. Cost of material, application and maintenance.** A small economy in the beginning may be a big expense later. See that the product you select is backed by a well-established name and reputation.

**5. Fire protection.** One of the most important considerations in choosing your roofing material.

Modern roofing materials offer a wide selection of attractive colors and textures in excellent taste. Asphalt shingles, through the variety of colors and designs, plus fire resistance and durability, have become America's most popular roofing material. U. S. Gypsum research played a prominent part in the development of their high quality; U.S.G. Asphalt Roofing designs and colors contribute to the beauty and comfort of thousands of American homes.

It is important to keep in mind that a good roof is *not* a good roof unless it is properly applied. For this reason, the reputation and integrity of your roofing contractor is of extreme importance to you—even more important than price.

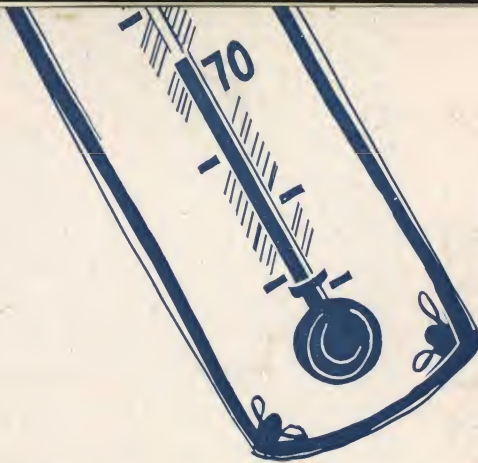


U.S.G. Arro-Lock shingles have a tab which hooks in under neighboring shingle; are especially good for re-roofing.

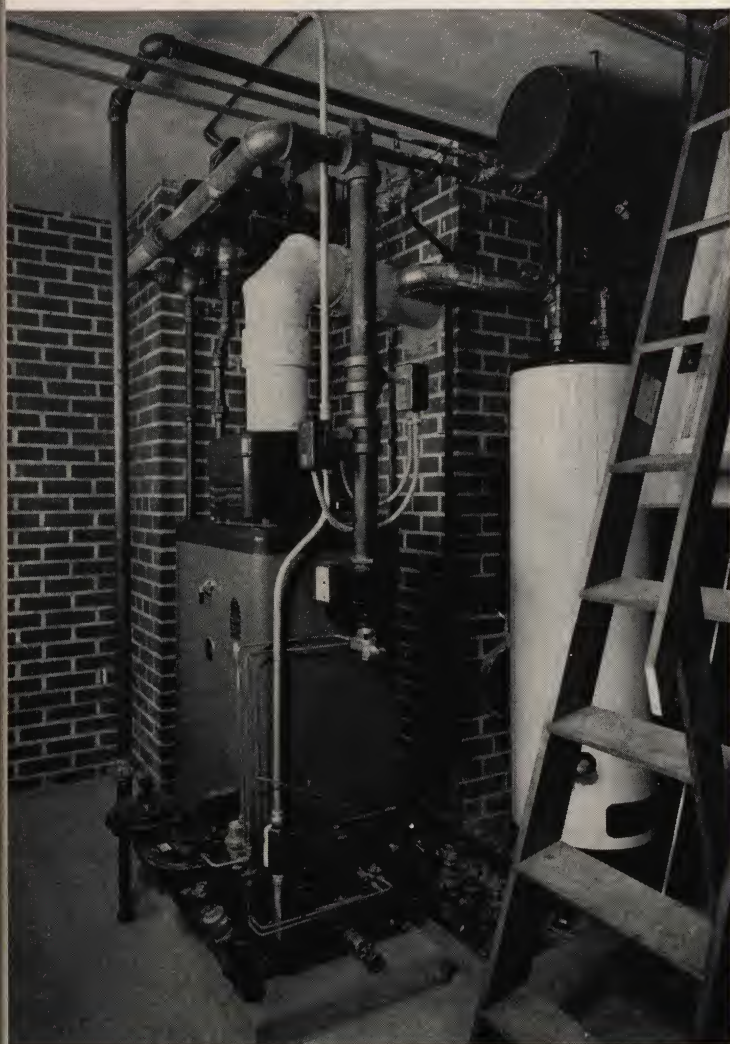
Here are U.S.G. Thick-Butt asphalt shingles with texture lines which give them an interesting design and more rigidity.







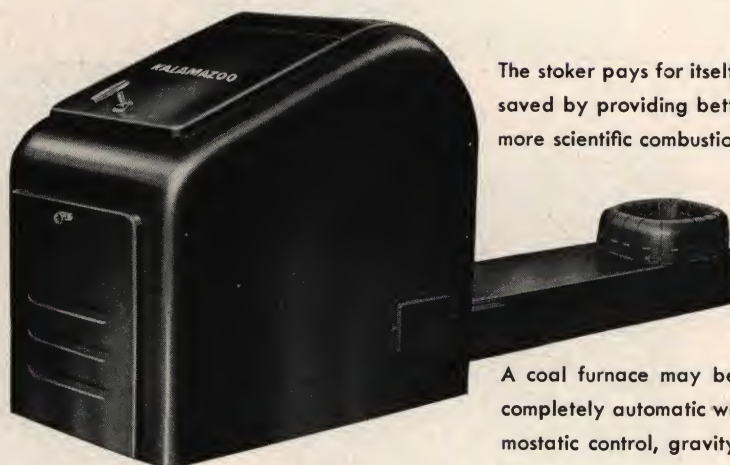
Gas-fired furnaces require no attention. No fuel storage, no handling, no ordering, no waiting. Everything's in a neat box.



Oil burners provide clean, sootless, odorless heat. The tank is kept filled by a delivery truck.

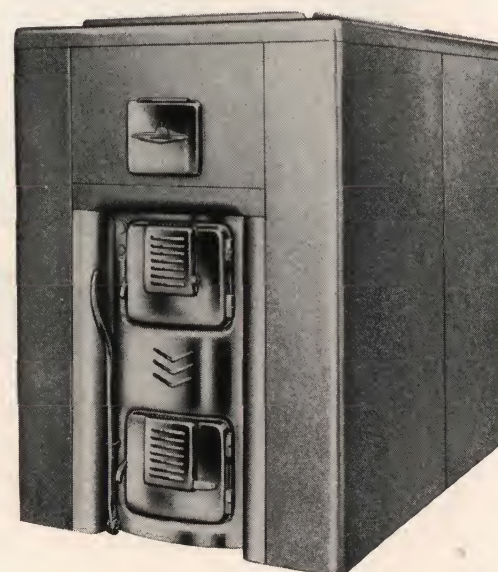
## weather is what

New home-heating methods are so automatic that you can have made-to-order indoor weather the year 'round! Modern heating methods and equipment are so varied and flexible that you should look into all new developments carefully to determine what type is best suited to your house, your family preferences and to the climate in which you live. Most important is the advice and guidance of your architect, contractor and heating engineer. Your choice of fuel depends on your personal requirements and local conditions. Each fuel has its advantages. Any one of the three—gas, oil or coal—can be fed automatically, and used with any of the three standard methods of obtaining heat—warm air, steam or hot water. Air cooling, filtering and humidifying are now past the experimental stages, and offer advantages which far outweigh their usually moderate cost. Numerous devices now on the market can be installed with standard heating

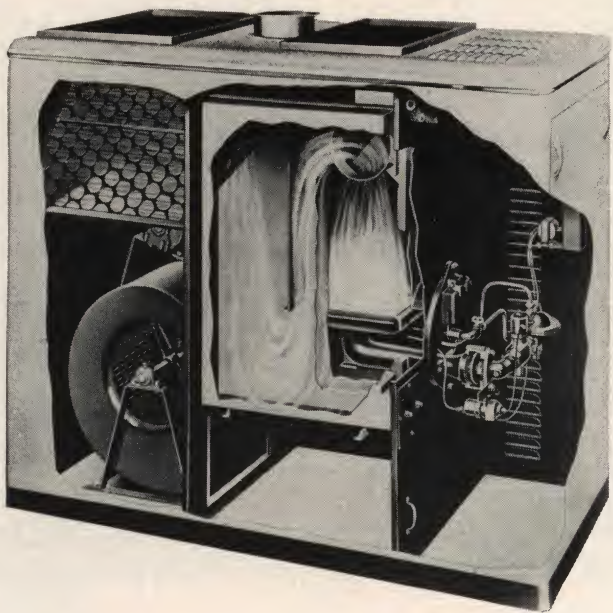


The stoker pays for itself in fuel saved by providing better and more scientific combustion.

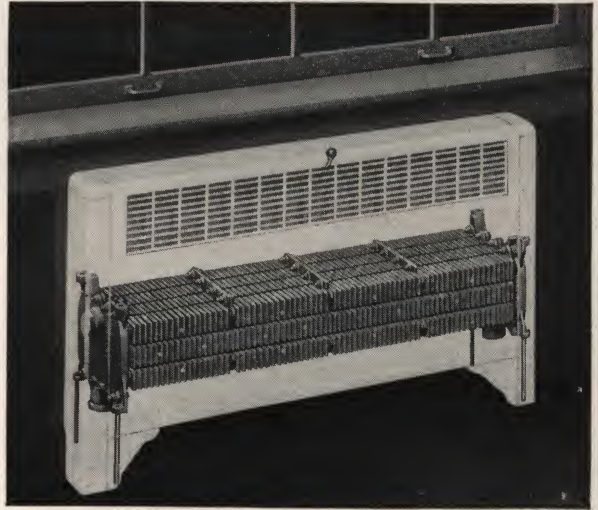
A coal furnace may be made completely automatic with thermostatic control, gravity stoker feed, automatic ash removal.







The winter air conditioner cleans air with a filter. With a blower, air ducts can be smaller and longer.



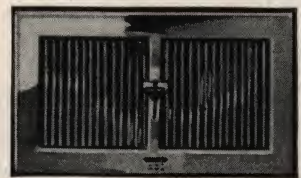
Convectors and hot water or steam radiators now have greater radiation area yet take less space.

## you make it...

equipment to make your house ideally clean, healthful and comfortable. The big news in indoor-weather-making is *radiant or panel heating*, which distributes over-all, mellow warmth through floors, walls or ceilings. There are so many different types and installations of radiant heating that you need expert advice to determine whether it is practical for your purpose.

Here are other headliners worth investigating: *Zoning*, in which each "zone" or group of rooms has its own control, permitting a variation of selected temperatures in different parts of the house at the same time . . . *Modulation*, providing a constant flow of heat at a temperature which will exactly replace the heat loss of the building . . . *Outdoor control* for indoor thermostats, which warns (for example) that a cold north wind has whistled up, allowing the thermostat to anticipate the impending demand for more heat.

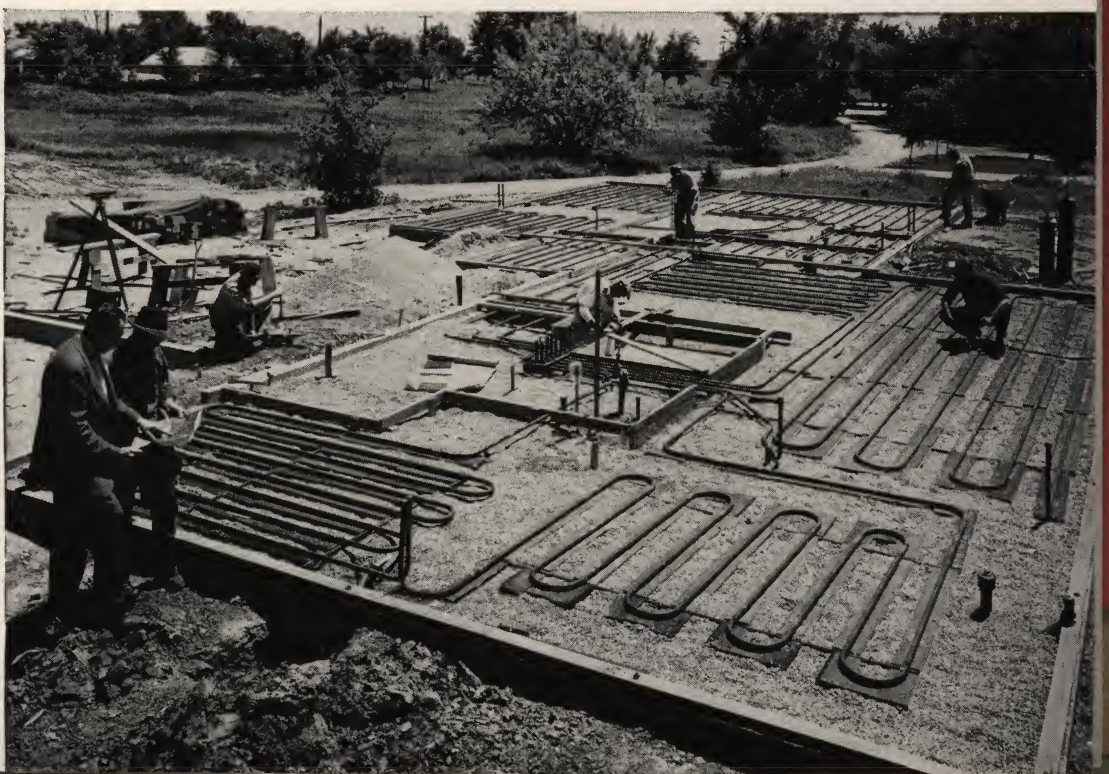
Every day in every way, modern heating is becoming simpler, cleaner, easier.



Directional hot air registers can be put anywhere in the room and set to give the most effective heat flow.



Radiant heating pipes set in the floor send heat into the lower, occupied parts of the rooms in this all-on-one-floor modern house.







## the master servant of the house

Electricity is a noiseless, tireless, invisible djinn that *can* run your house smoothly, if you take care to provide it with an adequate wiring system!

An overloaded system cuts down quality and quantity of light, slows cooking time, makes motors run slower and hotter, costs you more for less service.

1. Plan enough **circuits** to distribute the electrical load properly. Use a number of small circuits rather than a few large ones. Some utilities, such as stoves, will require individual circuits. Outlets for kitchen, laundry and table-cooking appliances should not be on the same circuits that supply fixed lights or portable lamps. And don't forget outdoor lighting needs!

2. Forestall the tangled cord nightmare—have enough **outlets** for appliance and lighting needs!

Plan each room around its activities; then locate the outlets accordingly, allowing for the possible rearrangement of furniture. No point along the floor line should be more than six feet from a convenience outlet. A wall switch to control the central light should be located at the main doorway. (Two commonly used doors, if more than 10 feet apart, require switches at each.) Provide a cellar light switch at the top of the stairs and an attic switch at the foot of the attic stairs.

3. Allow for your **future needs!** More and more families are enjoying automatic dishwashers and

laundries, driers, air conditioners, home freezers. You may be adding some of these to your own home a year—two years—five years from now. To install additional circuits then would be costly, so install now at least two for future use.

4. Investigate the wonderful new **lighting** possibilities—in indirect, semi-direct, fluorescent, tubular, flush-ceiling and louvered night-lighting. Each has its merits for particular locations and uses.

Plan lighting over each work center in kitchen and laundry; lights in each large closet, at each house entrance, and at head and foot of stairs.

See the basic plan on the opposite page for detailed wiring ideas.





# THE ELECTRICAL HOME

First floor

UNEXCAVATED SPACE

Basement

BEDROOM

MASTER BEDROOM

LIVING ROOM

KITCHEN

LAUNDRY

DINING SPACE

UTILITY ROOM

GARAGE

STORAGE

- |                          |                           |
|--------------------------|---------------------------|
| WALL SWITCH              | DUPLEX CONVENIENCE OUTLET |
| WALL PILOT SWITCH        | COMBINATION RADIO OUTLET  |
| MULTIPLE CONTROL SWITCH  | DUPLEX SPLIT OUTLET       |
| MULTIPLE CONTROL PILOT   | CEILING FIXTURE           |
| DOOR SWITCH              | BRACKET FIXTURE           |
| BELL RINGING TRANSFORMER | SPECIAL OUTLET            |
| CIRCUIT BREAKER          | FLOOR CONVENIENCE OUTLET  |
| FLOOR CIRCUIT WIRING     | FLOURESCENT FIXTURE       |
| ----                     | CEILING CIRCUIT WIRING    |

Courtesy Westinghouse Electric Corporation

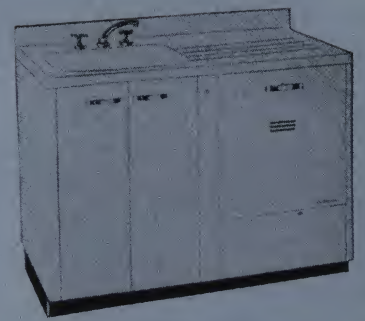




Some new electric refrigerators have separate freezing compartments, need no defrosting.



Gas refrigerators provide completely silent operation, have no moving parts to get out of kilter.



Automatic dishwasher-sink combination washes, rinses and dries everything except pans.



Some electric ranges will cook a meal while you're away, start breakfast before you're up.



A gas range gives you intense heat instantly, as well as an infinite variety of speeds.



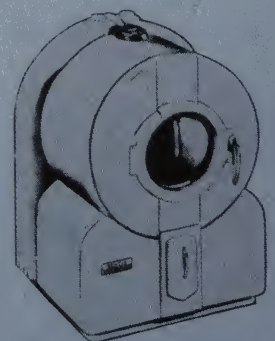
A garbage disposal unit installed below the sink drain grinds up any food including bones.

## news about new equipment

Consider all these modern conveniences in planning your workaday life. Choose the ones you'll start out with . . . the ones you'll add later. Then plan extra wiring or plumbing facilities to be installed now for the late-comers. You'll save many installation dollars this way.



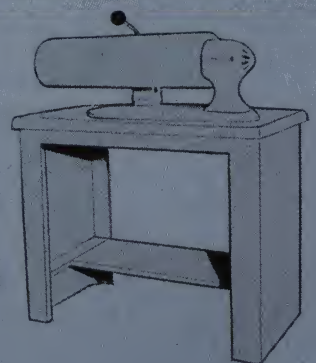
Stow meats, garden produce and in-season foods in freezer for low-cost, out-season meals.



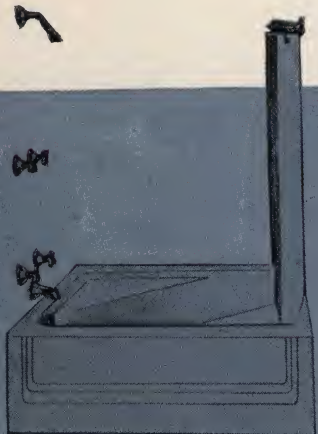
A home laundry washes, rinses, damp dries, drains, cleans and shuts off . . . automatically.



A combination clothes-and-dish-washer does either job, by switching tubs and washing units.



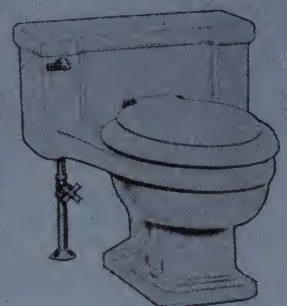
Compact, easy-to-operate electric rotary ironers do almost any ironing job, fit small space.



Square bathtub provides two seats convenient for taking foot baths or for bathing the children.



In lavatories, look for easy-cleaning surfaces single mixed-water faucet, flat, shelflike edges.



Look for a toilet with smooth, easy-to-clean surfaces. Quiet operation is one of the essentials.



## CONSTRUCTIVE do's AND dont's

If a home were a standard piece of merchandise like a car, which you could buy completely assembled and move into on the spot, life would be simplified considerably. But every job of building or modernizing involves numerous human and material elements . . . local and state laws . . . financial obligations and risks. Each family has countless problems which can't be solved by cut and dried formulas. However, careful, *beforehand* analysis can help you arrive at a happy solution. This summary of "DO'S" and "DONT'S," many of which have been discussed in other chapters, will help you to clarify, in your own mind, the individual decisions which you must make if you're to obtain the maximum pleasure and satisfaction from your investment in a home.



**do** have a complete budget which gives an accurate accounting of how much you can spend, and what you have to pay out. Expert help is essential here—see that you get it.



**don't** hesitate to get legal advice from an experienced real estate lawyer if any issue appears cloudy to you. One small kink may create a terrific snarl.



**do** make certain that your contractor is reliable and responsible. See some of his finished work; talk with the owners of the property. Often the lowest bids are not the cheapest.



**don't** be misled by gadgets. Spend your money in the beginning for the major essentials and good materials—let the gadgets come later.



**do** take adequate time to examine the neighborhood, zoning laws, taxes, restrictions, municipal services, gas, electricity, water supplies, sewer, paving, etc.



**don't** select a plan or house because you like its looks. Inside arrangement suited to your family's needs comes *first*.



**do** plan adequate storage space, inside and out. In all surveys conducted to determine what home-owning families need most, "more storage space" heads the list.



**don't** buy a house without having it inspected thoroughly by a competent judge of construction. It's well worth the small cost.



**do** be sure that your contractor carries "workmen's compensation insurance." In addition, you should carry a policy protecting you from suits resulting from injuries to persons visiting the premises, or employed by you. The cost is low, protection invaluable.



**don't** depend on verbal agreements. Make sure that you have them in writing.



# check list

## FOR BUILDING, BUYING, MODERNIZING

Throughout this book, we've hit the high spots of housing—marshalling facts, asking pertinent questions, suggesting sources of more complete information. This check list summarizes, in convenient form, important construction points to examine in buying, decisions you will face in building or modernizing.

### FOUNDATION

Frost-line.....  
Type of soil.....  
Depth of street sewer.....  
Foundation material.....

### BASEMENT

Floor.....  
Subsoil drains.....  
Under-floor drains.....  
Floor drains.....  
Adequate daylight.....  
Partitions required.....

### EXTERIOR WALLS

Studding.....  
Sheathing.....  
Exterior finish.....  
Wall insulation.....  
Shutters.....

### ROOF

Sheathing.....  
Roofing material.....  
Gutters.....  
Down spouts.....  
Flashings.....  
Roof insulation.....

### WINDOWS

Type of windows.....  
Kind of glass.....  
Sash material.....  
Picture or bay windows.....  
Glass brick walls.....  
Window hardware.....  
Screens.....  
Storm windows.....  
Weather-stripping.....

### INTERIOR WALLS, CEILINGS

Lath.....  
Plaster.....  
Other finish.....  
Noise control.....  
Decoration.....

### TRIM OR WOODWORK

Casings around doors.....  
Casings around windows.....  
Baseboards.....  
Molding.....  
Paneling.....  
Built-in furniture.....  
Mantel.....  
Bookcases.....

### FLOORS

Joists.....  
Bridging.....  
Firestops.....  
Subfloor.....  
Floor material.....  
Finish.....

### DOORS

Exterior.....  
Interior.....  
Flush or panel.....  
Hardware.....  
Screen doors.....  
Storm doors.....  
Weather-stripping.....

### LAUNDRY

Where located.....  
Stationary tubs.....  
Electrical equipment.....

### STAIRS

Carriage.....  
Treads and risers.....  
Handrails.....  
Width.....  
Ease in climbing.....  
Head room.....

### ATTIC

Insulation.....  
Ventilation.....  
Daylight.....  
Fire hazards.....

### FIREPLACE

Number.....  
Location.....  
Hearth and facing.....  
Damper.....  
Heat circulating device.....

### HEATING

Type of system.....  
Type of fuel.....  
Cost of operation.....  
Capacity.....  
Storage for coal or oil.....  
Automatic controls.....  
Zoning.....  
Air conditioning.....  
Domestic water heating.....  
Capacity.....

### PLUMBING

Water supply, pressure.....  
Number of bathrooms.....  
Powder room.....  
Lavatories in bedrooms.....  
Fixtures.....  
Water softener.....

### ELECTRIC SYSTEM

Safe wiring.....  
Location of switches.....  
Location of outlets.....  
Lighting fixtures.....  
Extra circuits.....

### GARAGE

Number of cars.....  
Heating.....  
Storage:  
Garden tools.....  
Bicycles, etc.....  
Baby carriage.....  
Screens, storm windows.....

### STORAGE SPACE

Basement.....  
Attic.....  
Linen closets.....  
Bathroom closets.....  
Bedroom closets.....  
Cleaning closets.....  
Outdoor clothes closet.....  
Food storage.....  
Other.....

### KITCHEN

Organized plan.....  
Type of cupboards.....  
Lighting.....  
Counter tops and floor.....  
Breakfast arrangement.....  
Stove, refrigerator, freezer.....  
Sink.....  
Ventilating fan.....  
Dish-washing unit.....







